ELECTRICAL SOUTH

JULY, 1950

Contents, Page 3

APPLIANCE SECTION • PAGE 61

Adv. Index, Pages 101 and 102

FOR BETTER ELECTRICAL INSTALLATIONS

5 NE WIDE RANGE CONNECTORS

are all you need

For Wire and Cable Sizes 14 AWG to 500 MCM

100% COPPER FOR CONDUCTIVITY

STEEL FOR PRESSURE

Entire Unit Cadmium plated—for copper, aluminum or steel conductors

LISTED BY UNDERWRITERS' LABORATORIES, INC.

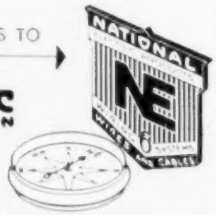
Catalog Number	Cable Size Range	
	Minimum	Maximum
NE 55	14 Sol.	8 Str.
NE 60	8 Sol.	2 Str.
NE 100	2 Str.	1/0
NE 200	2/0	4/0
NE 400	250 MCM	500 MCM

- **Positive Grip Action**—Screw pressure on contact pad perfects pressure contact—is self-locking—increases "pull out" resistance.
- **Low Temperature Rise**—High pressure and wide contact area provide electrical conductivity greater than that of the maximum size wire or cable the connector will take.
- **Economical**—"Wide Range" provides for maximum usage, low inventory—completely salvable—one-piece assembly.

Write for our folder giving dimensional details, catalog numbers and other helpful information on National Electric "Wide Range" Connectors.

EVERYTHING IN WIRING POINTS TO

National Electric
PRODUCTS CORPORATION
PITTSBURGH, PA.



National Electric Products Corporation
1507 Chamber of Commerce Building
Pittsburgh 19, Pennsylvania

Please send me your ERH folder "*Wide Range* Connectors for Better Electrical Installations."

Name

Company

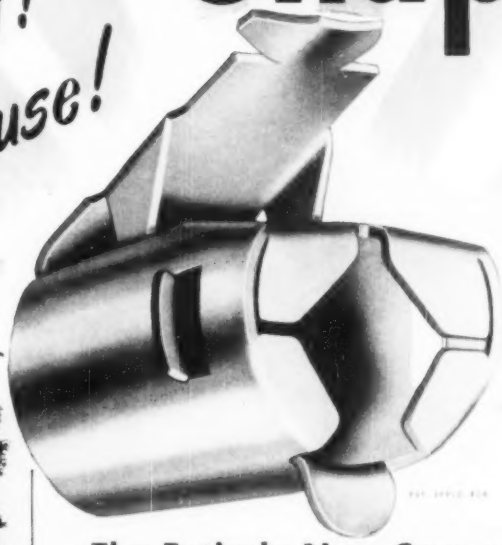
Address

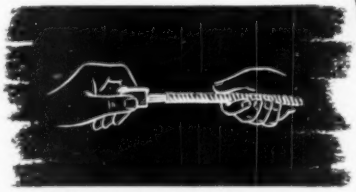
ELECTRICAL SOUTH is published monthly by W. R. C. Smith Publishing Co., Marietta, Ga., and Atlanta, Ga., U. S. A. Subscription rates, United States and Possessions, $1.00 for one year. Canada and Foreign Countries, $2.00 per year. Entered as second class matter at the Post Office, Marietta, Ga., under Act of March 3, 1879.

Volume 30 Number 7

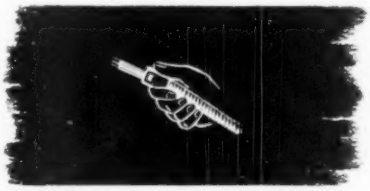
SnapX

It's New!
It's Different!
It's Easier to use!

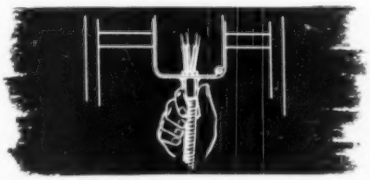




INSERT cable in **SNAPX** connector.



COMPRESS spring clip that holds cable.

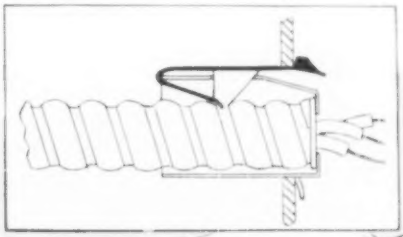


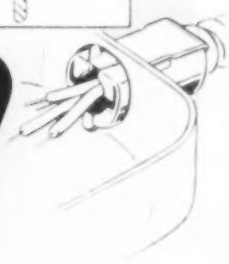
SNAP IN to box knockout and the cable is set — the job done!

The Entirely New Connectors For Armored and Non-Metallic Cable That You Just Snap Into Place!

SNAPX is the new cable connector that is installed without tools. There are no nuts or screws to tighten. Just compress, snap it in place and it's set.

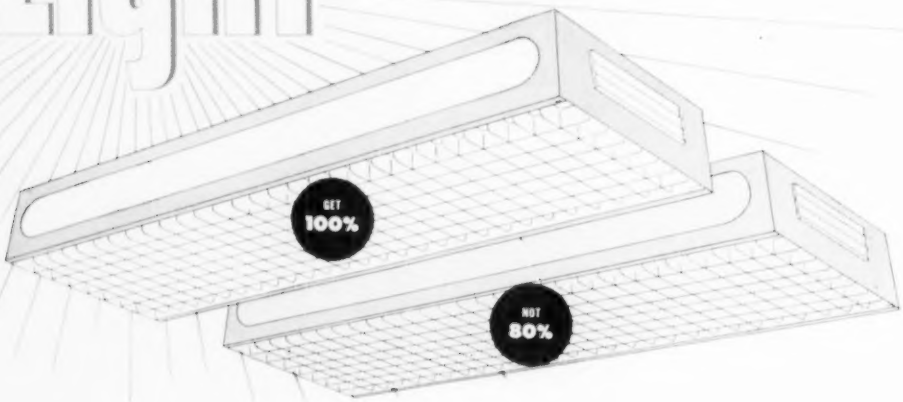
To try it is to buy it. See how easy SNAPX is to use! Write today for your free sample, giving the name and address of your electrical wholesaler.





BRIEGEL METHOD TOOL CO.
GALVA, • ILLINOIS

IF Light FROM FLUORESCENT FIXTURES IS IMPORTANT



specify... CERTIFIED BALLASTS

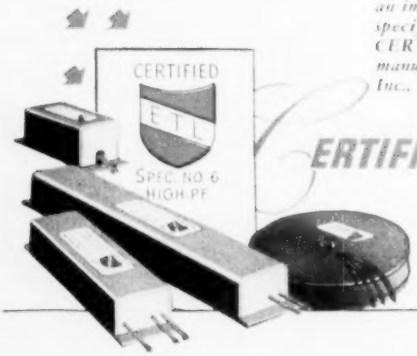
CERTIFIED BALLASTS assure rated light output from fluorescent tubes . . . you get the light you pay for!

Some uncertified ballasts reduce light output by as much as 20%, even though it is not noticable to the eye.

Thus, an installation of 8 fixtures using CERTIFIED BALLASTS would give the same amount of light as 10 fixtures with poor ballasts.

Be sure . . . be economical . . . specify CERTIFIED BALLASTS.

CERTIFIED BALLASTS are made to exacting specifications, then tested and checked by Electrical Testing Laboratories, Inc., an impartial authority, which certifies the ballasts conform to the specifications. Up to the minute information on the types of CERTIFIED BALLASTS available from each participating manufacturer may be obtained from Electrical Testing Laboratories, Inc., 79th St. and East End Ave., New York, N. Y.



CERTIFIED BALLAST MANUFACTURERS

Makers of Certified Ballasts for Fluorescent Lighting

2116 KEITH BLDG., CLEVELAND 15, OHIO

ELECTRICAL SOUTH

SERVING THE SOUTHERN AND SOUTHWESTERN STATES

July, 1950 Vol. 30 – No. 7

CARL W. EVANS, *Editor*

FRANCES J. BLACK, *Assistant Editor*

BARON CREAGER, *Southwestern Editor*
(1303 National City Bldg., Dallas, Tex.)

T. W. McALLISTER, *Vice-Pres., Editorial Director*

FRANK P. BELL, *Business Manager* — J. A. MOODY, *Production Manager*

Editorial and Business Offices

806 Peachtree Street, N. E.,

Atlanta 5, Georgia

ANNUAL SUBSCRIPTION: $1.00
FOREIGN: $10.00

Business Representatives

L. A. ALLEN, Room 801, Security Bldg., 190 Madison St., Chicago 2, Ill. Tel. Andover 3-5469

L. D. CHAPPELL, 427 W. 5th St., Los Angeles, Calif. Tel. Mich. 9849

L. R. McCARTY, 322 Winding Way, Merion, Pa. Tel. Merion 1094

W. C. RUTLAND, Post Office Box 192, Gastonia, N. C. Tel. 7993

W. G. SHEEHAN, 2516 Grasser Blvd., Rocky River 16, Ohio. Tel. Edison 0950

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY

Atlanta and Marietta, Georgia

W. J. BOOKE, *President*
RICHARD P. SMITH, *Executive Vice-President*
T. W. McALLISTER, *First Vice-President*
E. W. O'BRIEN, *Vice-President*
A. E. C. SMITH, *Vice-President*
O. A. SHAPLEIGH, *Treasurer*
A. F. ROBERTS, *Secretary*
SARA J. JENKS, *Asst. Secretary and Treasurer*

Publishers Also of

TEXTILE INDUSTRIES
SOUTHERN AUTOMOTIVE JOURNAL
SOUTHERN BUILDING SUPPLIES
SOUTHERN POWER & INDUSTRY
SOUTHERN HARDWARE

In This Issue

How Contractors Can Advertise Effectively — *by Dale H. Watt* 24

Improving Contractor-Wholesaler Relations — *by J. A. Scheffer* 26

Getting the A-W Sign on 250 New Homes — *by Baron Creager* 28

Contractors Can Sell Adequate Wiring — *by Sam Carson* 29

Labor Saving with Stud Welding *by Walter E. McArthur* 30

Remote Control for Pole-Top Switches — *by Bob Wimberly* 32

Electrical Safety in Cotton Mills — *by Sheffield Cowan* 34

Editorial 19
Our Readers Say — 20
Industry News 36
Names in the News 42
New Product News 46

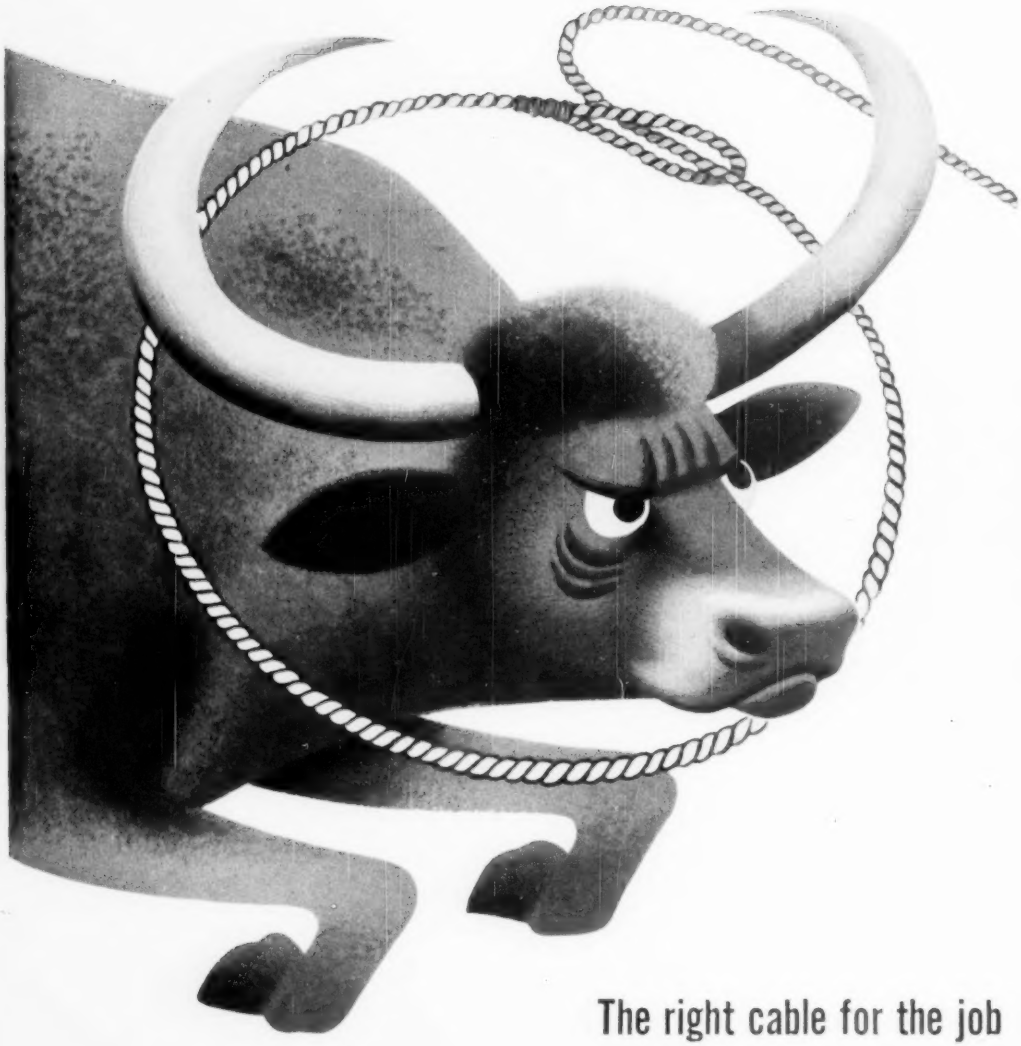
APPLIANCE SECTION
(Page 61)

Outside Selling Tips 74
Appliance Layaway Sales 76
Inter-Store Contests 78
Topping TV Objections 79
Sales Campaigning 81
Mobile Selling 82
Housewares Demonstrations 85

News Roundup 86
Names and Faces 89
Product Parade 90

Copyright 1950, W. R. C. Smith Publishing Co., Atlanta, Georgia

We rope 'em



The right cable for the job

—You tie 'em!

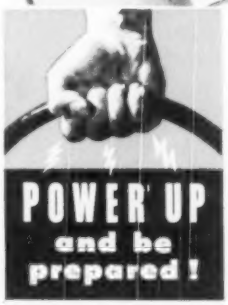
here's how you can round up more business with Anaconda's dynamic new "POWER UP" program

All across the country Anaconda is telling industrial plant executives that *NOW* is the time to modernize their plant wiring systems —and that you can help them do it.

A lot of maintenance and rewiring contracts will result from this Anaconda campaign. This additional business will help to even out your work between new construction jobs.

Ask your Anaconda wholesaler, today, for your free "Contractor's Kit." In it you'll find a complete guide to wiring systems and maintenance, direct mail pieces, special booklets, letters and sales helps—all designed to help sell your services in performing a complete electrical modernization job.

Show them how to "POWER UP—And Be Prepared"—and you've got yourself a profitable wiring contract. Anaconda Wire & Cable Company, 25 Broadway, New York 4, N.Y.



This symbol means business for YOU in Anaconda's new Wiring Modernization campaign directed to all industry using electric power.

ANACONDA®

WIRE AND CABLE

Steel City's Line of SWITCH BOXES

For Rigid Metallic Conduit

KO's for ½" conduit. 2" wide. All 3" long, except CB.

CB — 1½" deep, 4" long

CL and CD — CL 2¼" deep, CD 2½" deep

CW and CY — CW 2¼" deep, CY 2½" deep

CLV, CDV and CWV — CLV 2" deep, CDV 2½" deep, CWV 2¼" deep

803-S, 804-S and 805-S — 803-S 2¼" deep, 804-S 2½" deep, 805-S 3" deep

For Non-Metallic Flexible Tubing

KO's for ½" conduit. Pri-outs 21/32". All 2" wide. 3" long.

C-1 CLAMP — Used in LC, LCLE, LCV and 802-S

LC and LO — Both 2¼" deep, LO—No clamps

LCLE and LOLE — Both 2¼" deep, LOLE—No clamps

LCV and LOV — Both 2¼" deep, LOV—No clamps

800-S and 802-S — Both 2¼" deep, 800-S—No clamps

For Non-Metallic Flexible Tubing or Non-Metallic Sheathed Cable

KO's for ½" conduit. Pri-outs 21/32". All 2" wide. 3" long—Beveled.

C-13 CLAMP — Used in all boxes shown

LCN — 2¼" deep

LCNLE — 2¼" deep, No mounting ears

LCNV — 2¼" deep

802-SN — 2¼" deep

For Flexible Metallic Conduit and Armored Cable

KO's for ½" conduit. Pri-outs 21/32". All 2" wide. 3" long—Beveled.

C-3 CLAMP — Used in all boxes shown

LX and LXM — LX 2¼" deep, LXM 2" deep

LXLE and LXMLE — LXLE 2¼" deep, LXMLE 2" deep

LXV and LXMV — LXV 2¼" deep, LXMV 2" deep

806-S and 807-S — 806-S 2¼" deep, 807-S 2" deep

For Non-Metallic Sheathed Cable

KO's for ½" conduit. Pri-outs 21/32".

C-5 CLAMP — Used in all boxes shown

LXW and LXMW — LXW 2¼" deep, LXMW 2" deep

LXWLE and LXMWLE — LXWLE 2¼" deep, LXMWLE 2" deep

LXWV and LXMWV — LXWV 2¼" deep, LXMWV 2" deep

806-SW and 807-SW — 806-SW 2¼" deep, 807-SW 2" deep

Non-Gangable Boxes

Both 2" wide, 3" long. Pri-outs 21/32".

SSB — 1" deep, No clamps

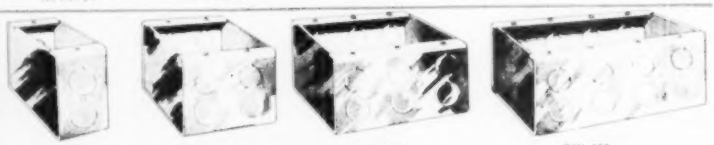
SWB — 1½" deep, C-13 clamp

DOOR SWITCHES

DS-25—Light on when door is open. For new work.
DS-25-V—For old work.
DS-30—Light on when door is closed. For new work.
DS-30-V—For old work.

Solid Flush Type Boxes For Tile or Marble Walls

Both 3" deep, 3½" long.



GW-135 — Single Gang 2½" wide

GW-235 — Two Gang 3½" wide

GW-335 — Three Gang 5-9/16" wide

GW-435 — Four Gang 7½" wide

STEEL CITY ELECTRIC COMPANY, PITTSBURGH 33, PENNSYLVANIA

CATALOGS and BULLETINS

Available Free to Readers of Electrical South upon Request

(Additional items will be found on pages 9, 69, and 71)

1001—Reactors. Selection of proper cast in concrete reactors for specific current-limiting requirements is simplified by a four-page bulletin, No. 600, issued by Murray Mfg. Corp., 1250 Atlantic Ave., Brooklyn 16, N. Y. This illustrated 8½ x 11-inch folder provides a convenient check list to help electrical engineers specify standard reactors or inquire about special modifications.

1003—Circuit Breakers. Operating characteristics, schematic diagrams, and detailed performance data on fully magnetic breakers for branch circuit protection are provided in a four-page, 8½ x 11-inch folder. Cutaway views showing construction details are included. Bulletin No. 525 is issued by Murray Mfg. Corp., 1250 Atlantic Ave., Brooklyn 16, N. Y.

1005—Building Wire, Cable, Conduit. Extensive technical data on a comprehensive line of electrical cable, building wire, and conduit raceways are provided in a new 86-page publication, General Catalog No. 500, issued by Triangle Conduit & Cable Co., Inc., 1906 Jersey Ave., New Brunswick, N. J. Handsomely bound in sturdy leatherette to take years of wear, this catalog also contains valuable information on electrical engineering and wiring standards for the aid of contractors, engineers, architects, and industrial users.

1007—Panelettes. An illustrated 8-page folder describing Federal Nonk Q-I Panelettes is now available from Federal Electric Products Co., 50 Paris St., Newark 5, N. J. Clearly explained are uses, adding of circuits, wiring, flexibility of the unit, protection afforded, and elements of the panelettes. Illustrated are typical wiring diagrams, along with cutaway illustrations.

1011—Conduits. "National Electric Conduits" is the title of the new 30-page Catalog No. 603 which describes and illustrates the many types of electrical conduits that are manufactured by National Electric Products Corp., Chamber of Commerce Bldg., Pittsburgh 19, Pa.

1013—Proper Cable Sizes. A new booklet, "Selection of Proper Cable Sizes," has just been issued by General Electric's Construction Materials Advertising Department, Bridgeport, Conn. This publication deals with the method of determining cables and cable sizes of asbestos-varnished cambric cables, Types AVA, AVB, and AVT.

1015—Shunt Capacitors. A new bulletin, No. 21, on the use of shunt capacitors for power factor correction has been prepared by the James R. Kearney Corp., 4236 Clayton Ave., St. Louis 10, Mo., and is now available for general distribution.

1019—Service Panels. Information and prices on protective control centers for homes, apartment buildings, service stations, and industrial applications is contained in Bulletin 494, "New Push-Button Service Panels," issued by BullDog Electric Products Co., Detroit, Mich.

1023—Protective Control Centers. Information and prices on a new line of push-button protective control centers are contained in Bulletin 493, "BullDog Pushmatic and Pushmatic Electri-Centers." BullDog Electric Products Co., Box 1778, Roosevelt Park Annex, Detroit 32, Mich., has made the bulletin available.

1025—Electrical Merchandise. Knox Porcelain Corp., P. O. Box 2031, Knoxville 1, Tenn., has available a 92-page catalog with data illustrating their complete line of wiring devices, neon sign insulators, radio antenna supplies, standard electrical porcelain, telephone insulators, wireholders, rack spools, guy strains, pin types, suspensions, and special porcelain of all shapes.

1029—Wiring Devices. Catalog No. 48, "Lifetime Wiring Devices," listing over 100 wiring devices including the new improved T-rated switch, has been released by Slater Electric & Mfg. Co., Inc., 56th St. & 37th Ave., Woodside, N. Y.

1031—Heating Units. The new Chromalox Catalog of Industrial Electric Heaters, Catalog 50, is available from Edwin L. Wiegand Co., 7600 Thomas Blvd., Pittsburgh 8, Pa. Fine iron Chromalox units—strips, rings, tubulars, and cartridges—with wide variations in wattage, voltage, and sheath material, are listed, as well as easy selection and application data.

1033—Wiring Devices. Slater Electric & Mfg. Co., Inc., of Woodside, N. Y., have added some additional devices to their catalog and price sheets. New inserts are available showing an improved ceiling receptacle with double contacts, and also silent mercury switches.

ELECTRICAL SOUTH,
806 Peachtree St., NE
Atlanta 5, Ga.

July, 1950

Gentlemen:

Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name ..... **Title** .....

Company .....

Address .....

City & State .....

Circle numbers below. Bulletins and catalogs will be mailed promptly.

1001	1003	1005	1007	1011
1013	1015	1019	1023	1025
1029	1031	1033	1035	1039
1041	1043	1045	1051	1053
1063	1071	1073	1075	1079
1081	1083	1085	1087	1089
1091	1093	1095	1097	1099
1101	1103	1105		

Main and Range "*Plus*"

Cat. No. 663-104—parallel hook-up
Cat. No. 663-204—series hook-up
Available Surface or Flush

Another Addition to

General's Line of Pullout Combinations

HERE is the latest product of General engineering—*another* new triple pullout combination specially designed to save the contractor time and trouble on installations requiring both a main and range combination and an *additional* switch for clothes dryer, water heater, pump or any other 220V, 30 or 60 Amp. circuit.

Available with either series or parallel connection, the new units are adaptable to many wiring requirements—special internal construction permits individual wiring of the lower pullout switch where separate metering is required . . . the series unit may be energized through its subfeed lugs from Generals 100 Amp. fusible main pullout switch, thereby making the three pullouts available as individual branch switches. The parallel connected unit has 100 Amp. main lugs.

The next time ask for the new Main and Range "*Plus*" and learn why "*The Switch is to* General".

Write for latest Catalog B809 and Supplement 1911.

Sold exclusively through wholesalers.

General
Cat. No. 666-108
Triple pullout combination with eight plug fused branch circuits.

General
Cat. No. 1100
100 Amp. fusible pullout suitable for use as service connection or branch switch.

General Switch Corp.
49 Roebling Street Brooklyn 11, N. Y.

One of the leading Manufacturers of:

SERVICE EQUIPMENT . . .
Pullout, Front Operated Toggle and Side Operated types. Indoor—surface or flush, and Outdoor.

SAFETY SWITCHES . . .
30 through 1200 Amp., 250V and 600V Type A, C and D. Indoor and outdoor. HP rated.

ELECTRICAL DISTRIBUTION EQUIPMENT

SALES OFFICES IN EVERY MAJOR CITY

1035—Electrical Fittings and Devices. Buchanan Electrical Products Corp., 1200 Central Ave., Hillside, N. J., offers a 12-page catalog covering solderless connectors, cable and conduit fittings and wiring devices. It contains complete data on "Splice Caps" and "Termend" lugs for wire splicing and terminating, box connectors for metallic and non-metallic sheathed cable, both plain and insulated conduit bushings, conduit locknuts, knock-out plugs, terminal blocks, attachment plugs, fuse pullers, etc. Suitable illustrations, dimensional data, and application instructions are included.

1039—Switches and Guards. Newly released 32 page, two-color Catalog No. 49, of the McGill Manufacturing Co., Inc., Valparaiso, Ind., contains complete descriptions of Levitlar switches, McGill lamp guards, and McGill electrical specialties.

1041—Cabinets and Boxes. Thirty pages of catalog sheets comprise a new catalog available from B & C Metal Stamping Co., P. O. Box 56, Station D, Atlanta, Ga. The catalog is divided into three sections, products for electrical applications in general, products for the utilities and the R.E.A., and products for appliance distributors.

1043—Church Lighting. The Edwin F. Guth Co., 2615 Washington Ave., St. Louis 3, Mo., has released a new catalog on "Artistic Ecclesiastical Lighting for Churches." This new catalog illustrates church lighting equipment and lists complete details. Write the Guth Company for a free copy.

1045—Electric Connectors. General Electric Co., Schenectady 5, N. Y., has announced a booklet describing a complete new line of solderless electric connectors which accommodates a wide range of conductor sizes. The new line is completely illustrated and diagrammed. This booklet is available from the Apparatus Dept., General Electric, in Schenectady.

1051—Air Cooled Transformer. Bulletin No. 49 ACO is now available from Marion Transformer Co., Inc., 34 Montgomery St., Hillside 5, N. J., giving descriptive details on the company's new air-cooled distribution transformer. Designed for indoor or outdoor use, the new transformer utilizes heatproof class B and C insulation which enables it to withstand overloads and eliminates the use of oil or other liquids.

1053—Bustribution Duct. This 23 page bulletin, No. 462, issued by Bullding Electric Products Co., Box 177, Detroit 32, Mich., describes in detail the Bullding Feeder and Plug-In Bustribution Duct for bus duct electrical distribution. The bulletin is profusely illustrated. The many drawings included show details of the duct, the various fittings, and the hangers as well as diagrams of complete systems.

1063—"CSP" Transformers. Forty pages of facts and figures, data and photos on "CSP" transformers in actual use comprise the booklet B-4248, "30 Case Histories of "CSP" Performance," issued by Westinghouse Electric Corp., P. O. Box 868, Pittsburgh 30, Pa. The booklet covers three basic types of case histories—lighting, protection, thermal protection, and lower costs.

1071—Plugs and Receptacles. Additional loose leaf sheets for insertion in the Pyle Catalog 1100 are available from the Pyle-National Co., Chicago 51, Ill. These pages describe a wide range of plugs and receptacles for special purposes.

1073—Lightning Protection. Complete with graphs, diagrams and illustrations, "Modern Concepts of Lightning Protection for Transmission and Distribution Systems," by H. M. Towne, is available from the Apparatus Dept., General Electric Co., Schenectady, N. Y.

1075—Switchgear Equipment. A 24-page revised bulletin, GEF-1293A, "The Purpose and Use of Electrical Diagrams Supplied with G. E. Switchgear Equipment," is available from the Apparatus News Bureau, General Electric, Schenectady 5, N. Y. The bulletin constitutes a practical guide for those who install, operate or maintain switchgear.

1079—Connectors. A 24 page, three color catalog describing K & H solderless terminal lugs and connectors may be obtained from Krueger & Hudepohl, 5 East Third St., Cincinnati 2, Ohio. A wealth of information, including specifications, descriptive material and illustrations are included.

1081—Busduct Data. Various applications of the EA busduct for industrial purposes are illustrated in this 31 page bulletin made available by the Frank Adams Electric Co., St. Louis, Mo.

1083—Fastening Devices. An illustrated bulletin of electrical fastening devices for E.M.T., Armored, and Non-Metallic Sheathed Cable. Featuring the popular No. 7401 SHERCO Staple is now available from the Sherman Manufacturing Co., Inc., St. Louis 15, Missouri.

1085—Lighting Fixtures. Eastern presents fine and complete catalog, 32 pages of engineered lighting data, including a variety of fixtures for all architectural, commercial and industrial applications. Eastern Fixture Co., Inc., 70 Vernon St., Boston 20, Mass.

1087—Connectors and Fittings. The M. & W. Electric Mfg. Company, Inc., East Palestine, Ohio, announces a new twenty-four page catalog covering Service Entrance Cable Fittings, Ground Clamps, Ground Rods, BX and Romex Connectors, Staples, Conduit Fittings, Wireholders, Insulator Supports, Cable Racks and Watthour Meter Protectors.

1089—Conduit Fittings. Godiner Electric Company, RKO Building, New York City, has available an eight section catalog covering a full line of malleable iron hot dipped conduit fittings, all types of connectors, ground fittings and service entrance equipment.

1091—Electrical Wiring Devices. A 76 page catalog, No. 48, of electrical wiring devices, covering fluorescent devices, lamp holders, connecting devices, flush plates, flush and surface switches, receptacles, cutouts, secondary circuit breakers and interchangeable unit devices. Also included are suggested standards of adequate residential wiring and electrical symbols. This catalog is available from The Bryant Electric Company, Bridgeport 2, Conn.

1093—Magnetic Motor Starters. A new 22 page booklet, Catalog No. 6300, MV-bb, No. 501-43, issued by the Minneapolis Controller Company, 34 Howard Street, Boston, Mass., describes in detail the Company's V-type starters and explains the protection inherent in the patented Compensated Thermal overload.

1095—Electrical Specialties. The E. D. Kirk Mfg. Company, Beatrice, Neb., has available upon request, a 60 page catalog illustrating various types of enclosures and other electrical specialties manufactured. This 76-year old firm supplies the better-known utilities and jobbers throughout North America.

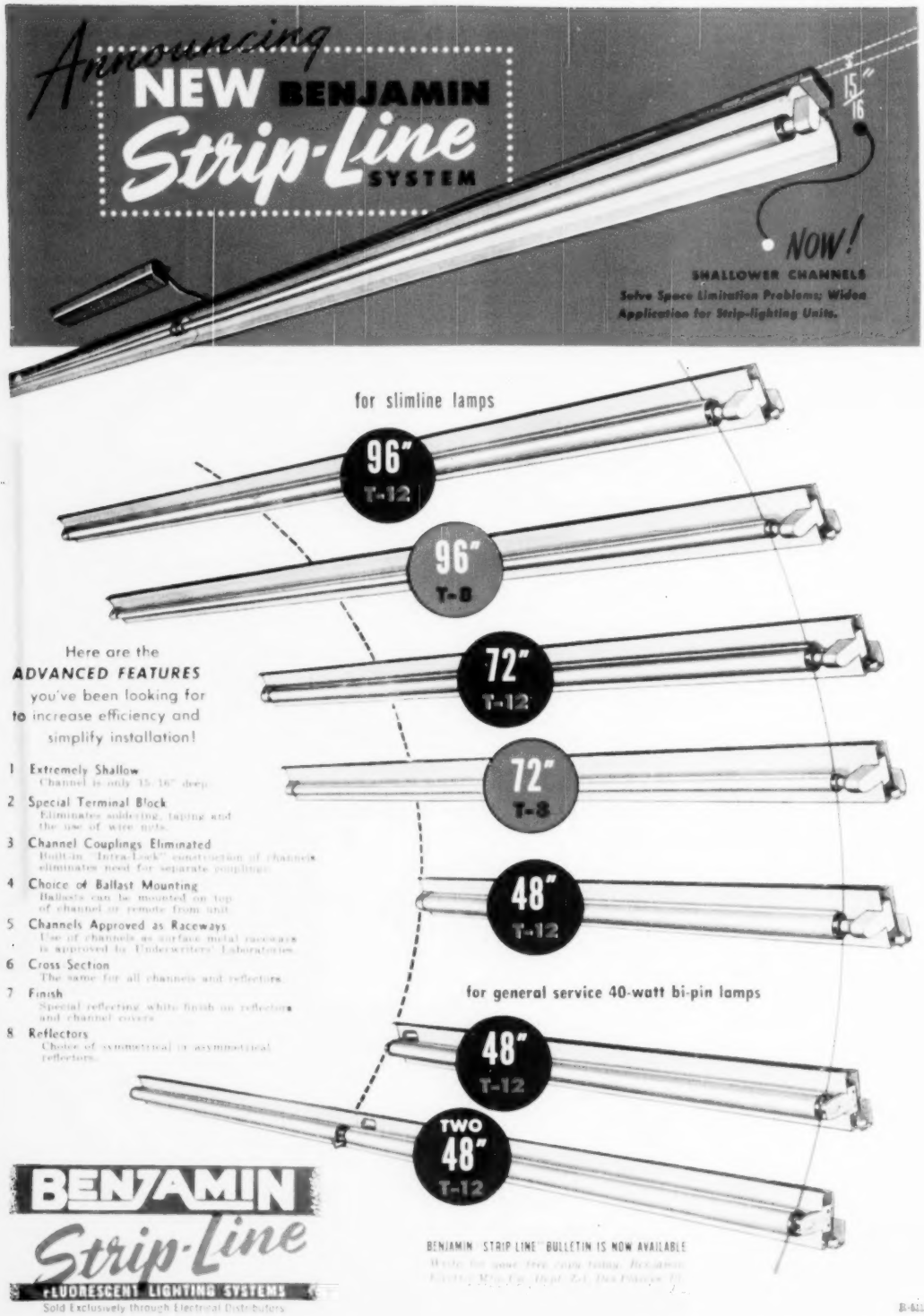
1097—Flexible Cords and Cord Sets. A complete 9 page catalog is available from Connolly Wire Company, 19 Park Row, New York 7, N. Y., containing data on all standard electric cords in black and tints, including Neoprene-covered. Also descriptive data on the new UL approved all-Neoprene heater cord—"COROPRENE."

1099—Lighting Fixtures. Diffusers and incandescent lamps for schools, offices, stores and churches are illustrated in a series of bulletins issued by Curtis Lighting, Inc., 6135 West 65th Street, Chicago 38, Ill. The entire series or any single-sheet bulletins may be obtained upon request.

1101—Lighting Products. Catalog No. [illegible] general announcement is made by Beacon Lighting Products Corporation, 611 No. Aberdeen St., Chicago 27, Ill. of another 4-sect No. [illegible] page book of real dollar value merchandise. A real gold mine!

1103—Electrical Connectors. Burndy Industrial Catalog [illegible] featuring a complete line of general purpose connectors for industrial wiring is available. Complete information concerning application, construction features and dimensions of these connectors are included, as well as several pages devoted to engineering data. Published by Burndy Engineering Co., Inc., 107 Bruckner Blvd., New York 54, N. Y.

1105—SnapX Connectors. A new folder on SnapX connectors is now available from Burgess Method End Co., Galva, Ill. Illustrated and explained are the three steps necessary for connecting cables or leads with this new connector for armored and non-metallic cable.


Announcing
NEW BENJAMIN
Strip-Line
SYSTEM
15/16"
NOW!
SHALLOWER CHANNELS
Solve Space Limitation Problems; Widen Application for Strip-lighting Units.
for slimline lamps
96" T-12
96" T-8
72" T-12
72" T-8
48" T-12
for general service 40-watt bi-pin lamps
48" T-12
TWO 48" T-12
Here are the ADVANCED FEATURES you've been looking for to increase efficiency and simplify installation!
1 Extremely Shallow
Channel is only 15/16" deep.
2 Special Terminal Block
Eliminates soldering, taping and the use of wire nuts.
3 Channel Couplings Eliminated
Built-in "Intra-Lock" construction of channels eliminates need for separate couplings.
4 Choice of Ballast Mounting
Ballasts can be mounted on top of channel or remote from unit.
5 Channels Approved as Raceways
Use of channels as surface metal raceways is approved by Underwriters' Laboratories.
6 Cross Section
The same for all channels and reflectors.
7 Finish
Special reflecting white finish on reflectors and channel covers.
8 Reflectors
Choice of symmetrical or asymmetrical reflectors.
BENJAMIN
Strip-Line
FLUORESCENT LIGHTING SYSTEMS
Sold Exclusively through Electrical Distributors
BENJAMIN "STRIP LINE" BULLETIN IS NOW AVAILABLE

LUMO—Made from aluminum, Alzac Electrochemically processed. With or without heat resisting glass lens; narrow or medium beam spread.

SPORTO—With or without glass cover. Weather-proof hood permits complete vertical or lateral positioning.

DIFFUSO—For even illumination of service stations, athletic fields, tennis courts, parking areas, etc.

ACTION AFTER DARK

DISKONECT—The most practical detachable reflector ever made. Available in a wide variety of reflector styles.

APPLETON LIGHTING EQUIPMENT

Night game attendance soars upward every year. Thanks to modern floodlighting, millions more now see their favorite athletes in action.

Expertly engineered Appleton Lighting Equipment provides day-like illumination for night recreation centers, as well as the hundreds of industries maintaining round-the-clock production schedules.

Indoor or outdoor lighting planned with Appleton Fixtures assures top-notch lighting efficiency at minimum installation, service and operating expense.

Appleton Lighting Fixtures are available in the exact type and size for every industrial requirement—including hazardous locations. Appleton's skilled illuminating engineers are ready to help solve specific lighting problems. For the finest in lighting—specify Appleton—pace-setting manufacturer of electrical equipment for nearly half a century.

TYPE EFU—The first and finest explosion-proof fluorescent lighting fixture. One of many from the complete Appleton Explosion-Proof Line.

SOLD THROUGH ELECTRICAL WHOLESALERS

APPLETON ELECTRIC COMPANY

1754 WELLINGTON AVENUE • CHICAGO 13, ILLINOIS

Branch Offices: NEW YORK, 50 Church Street • DETROIT, 3049 E. Grand Blvd. • CLEVELAND, 1836 Euclid Avenue • SAN FRANCISCO, 655 Mission Street • ST. LOUIS, 327 Frisco Bldg. • LOS ANGELES, 1100 North Santa Fe Avenue • ATLANTA, 724 Boulevard, N. E. • BIRMINGHAM, 429 Brown-Marx Bldg. • MINNEAPOLIS, 305 Fifth St., S. • PITTSBURGH, 414 Bessemer Bldg. • BALTIMORE, 100 East Pleasant Street • BOSTON, 10 High Street • DENVER, 1921 Blake Street • PHILADELPHIA, 1017 Cherry Street • CINCINNATI, 626 Broadway • HOUSTON, 738 M. & M. Bldg. • HAVANA, Cuba, Malecon No. 9

Resident Representatives: Binghamton, Dallas, Indianapolis, Kansas City, Orlando, Milwaukee, New Orleans, Seattle

Export Representatives: International Standard Electric Corp., 67 Broad St., New York 4, N. Y.

APPLETON

CONDUIT FITTINGS • LIGHTING EQUIPMENT • OUTLET AND SWITCH BOXES • EXPLOSION-PROOF FITTINGS • REELITES

IT'S ALWAYS RIGHT

and right on schedule

. . . with wiring materials via Graybar

You're sure every item on your wiring materials and supply order will be right for the job—and will be delivered right on schedule—when you order via Graybar. You know all the items will fit together properly. You know there'll be no waiting for conduit to come from one supplier . . . boxes and fittings from another . . . wire from a third. And your order gets an important "plus" of personal interest, for Graybar is wholly owned by its operating and retired personnel. From the man who takes your order to the one who packs it, we're anxious to serve you well.

EXPERT HELP WHEN YOU NEED IT

To help you or your customers in planning complicated systems or solving difficult wiring problems, a Graybar Inside Construction Specialist is available. His recommendations, supplementing the knowledge of your local Graybar Representative about materials and delivery, will help keep your wiring jobs moving "right on schedule".

One order for everything

With a single order to Graybar, you can obtain everything for any wiring job . . . big or small . . . indoors or out. Graybar distributes 100,000 electrical products of more than 200 manufacturers—carefully selected materials, supplies, equipment, and tools for wiring, lighting, communication, power, and all your other electrical needs. Quick delivery of many items from local Graybar stocks often helps to avoid work delays.

Free samples of tape

So that you can test them for yourself on your wiring jobs, we'd like to send you descriptive folders and free samples of "Scotch" Electrical Tape No. 27 and "Scotch" No. 33 Electrical Tape—plus a free sample of Sticka friction tape. To get yours, just write *Dept. 597IA, Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

Made to Hold—Made to Last

HUBBARD
No.....4-11-44
WIREHOLDERS

IF there's anything to get hold of, Hubbard 4-11-44's take a grip—and keep it. The screw is sharp pointed for easy starting by hand. The threads are deep, sharp, clean-cut, and the root diameter increases slowly. This gradual taper means easier insertion and a better hold . . . and the threads are cut clear to the base, so that the screw takes a grip in material considerably thinner than the full screw length. The screws are made of galvanized steel or non-ferrous metal.

And note the construction of the insulator; tensile strain is taken by metal, the porcelain is subjected to compression strain only. "Metal parts in tension—porcelain parts in compression" has been a principle of Hubbard Wireholder design for more than 35 years. The porcelain is accurately molded to avoid high spots; and the wire bail is sufficiently flexible to adjust itself to the contour of the insulator.

Hubbard 4-11-44 Wireholders far surpass recommended ratings on standard house service conductors. Millions of installations have proven their unfailing dependability.

HUBBARD AND COMPANY
ESTABLISHED 1842
PITTSBURGH • CHICAGO • OAKLAND, CALIFORNIA
"Hang the Load on Hubbard Hardware!"

Here it is..... REVOLUTIONARY DEVELOPMENT CIRCUIT

Stab-lok outmodes all popular fusible equipment up to 60 amps!

REGISTRATION APPLIED FOR

"BIGGEST business opportunity in years!" "Outmodes practically all of today's popular fusible devices!" "Safest, most convenient circuit protection at unbelievably low cost!" "No better breaker at any price!"...That's what they're saying about the new STAB-LOK...and here's why:

The STAB-LOK System is simplicity itself. It consists of individual STAB-LOK Circuit Breakers and only 9 STAB-LOK Enclosures. By snapping breakers of the required ampere ratings into the right-size enclosure you can meet practically any circuit protection requirement in seconds.

Not only is the Federal Noark individual pole

THAT WILL *ROCK the INDUSTRY!*

BREAKER PROTECTION AT FUSE BOX PRICES!

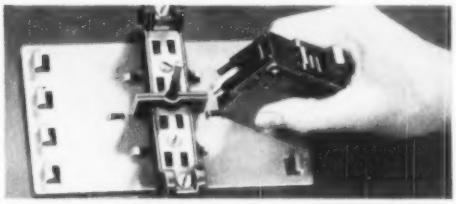
INDIVIDUAL

Stab-lok

CIRCUIT BREAKERS

STAB-LOK Circuit Breakers have a new self-locking plug-in method of breaker insertion. Breaker stabs make instant, positive contact with specially designed busses. Cooperative thermal-magnetic trip action passes momentary current surges but responds at once to shorts and dangerous overloads. Doubly dependable STAB-LOK breakers come in a range of 15, 20, 25, 30, 35, 40 and 50 amperages, single and simultaneous trip double pole.

The combination of matchless protection and low cost in the STAB-LOK System has been attained only by Federal Noark's engineered use of unique developments and by specialized assembly techniques that slash costs.



NEW STAB-LOK SELF-LOCKING PLUG-IN METHOD: You can insert a STAB-LOK Breaker in no time. Simply put end of breaker under hook and push breaker into place. Stabs make instant contact and are locked in place without using screws.

Single pole STAB-LOK. Its complete metal heart is micromatically calibrated before insertion in case — only one solderless terminal — automatic reset — other unique features.

Double pole STAB-LOK. Its simultaneous trip action assures double pole protection. No handle ties. Only popular priced breaker with this feature.

NEW

Stab-lok

ENCLOSURES

Most of the new STAB-LOK Enclosures are the unique Noark "combination" type for either flush or surface mounting. Each enclosure has an insulated neutral which is groundable on all equipment suitable for service entrance . . . Their capacity range constitutes a complete line that replaces *loadcenters* up to 16 circuits, *panelboards* up to 20 circuits, and fusible *switches* up to 60 amps.

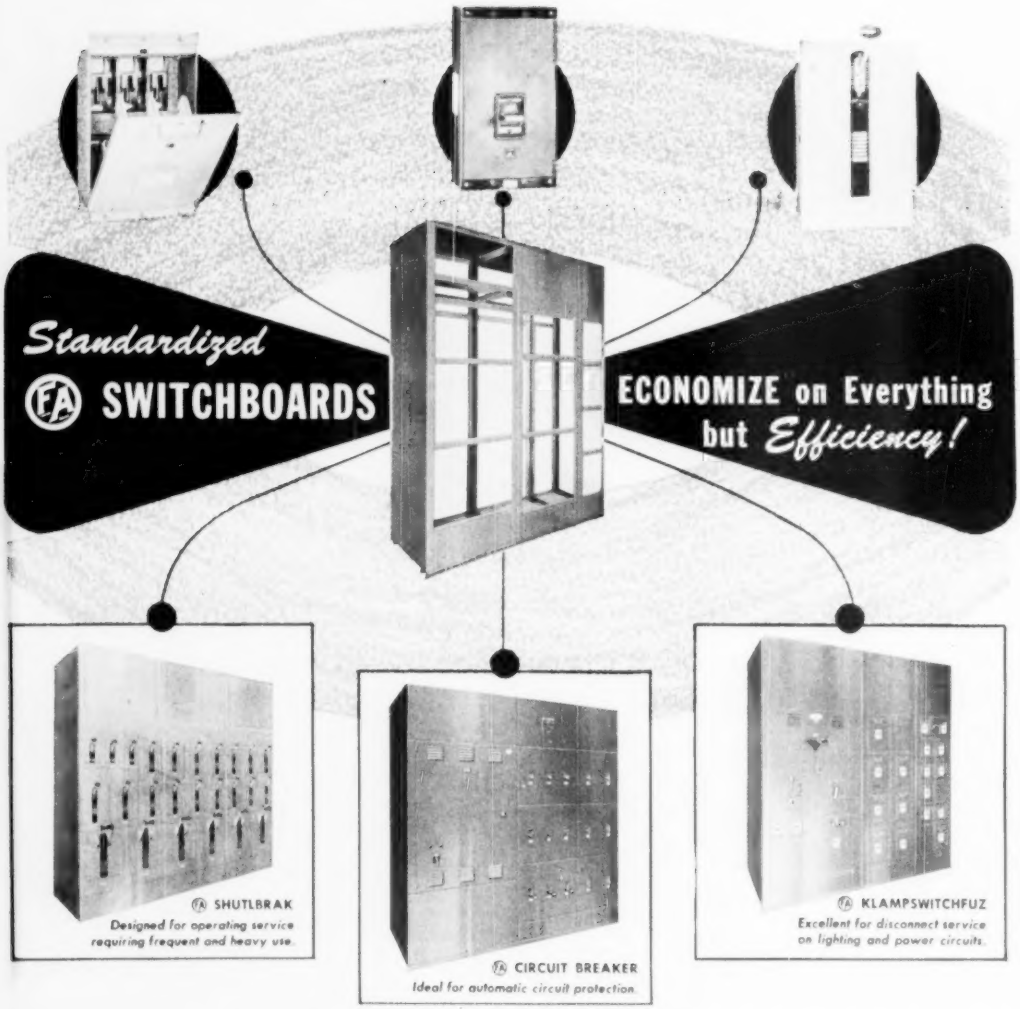
STAB-LOK "FLUSH-SURFACE" ENCLOSURE. "Flush-Surface" Enclosures are delivered with picture-type frame in place and ready for surface mounting. For flush mounting in plastered walls, discard frame and mount box on studding; in dry walls, same procedure except cut hole in wall board to dimensions of inside flange.

STAB-LOK System the most flexible and convenient, it is also the most economical ever devised. STAB-LOK enables you to get CIRCUIT BREAKER PROTECTION *AT FUSE BOX PRICES.* Federal Electric Products Company, 50 Paris St., Newark 5, New Jersey.

FEDERAL NOARK

Stab-lok Circuit Breaker System

Complete line of Federal Electric Products includes Motor Controls, Safety Switches, Service Equipment, Circuit Breakers, Panelboards, Switchboards, Control Centers, Bus Duct ★ Sales Offices in principal cities.



THE STANDARDIZED DESIGN OF SWITCHBOARDS, introduced to industry by the Frank Adam Electric Company many years ago, is still one of the great "firsts" among electrical manufacturers.

Today, all FA Switchboards . . . FA Shutlbrak, FA Klampswitchfuz and FA Circuit Breaker . . . are built to your specifications from standard, preassembled units. This flexible plan of standardization permits final assemblies to be "made to order" without destroying the savings and advantages of standardized equipment.

Also . . . "at no extra cost" . . . many other features of economy and efficiency are incorporated into FA Switchboards. They, too, are *standard* engineering features resulting from more than 58 years of electrical manufacturing experience . . . making FA Switchboards the finest in safety, service, performance and appearance.

Ask your FA Representative (he's listed in Sweet's) to point out how standardized FA Switchboards can economize on everything but efficiency in your electrical system.

Frank Adam Electric Co.

ST. LOUIS 13, MISSOURI

FA TRADE MARK

Makers of **BUSDUCT • PANELBOARDS • SWITCHBOARDS • SERVICE EQUIPMENT • SAFETY SWITCHES • LOAD CENTERS • QUIKHETER**

Because IT *MUST* BE RIGHT

You can count on

TRIANGLE

TYPE RLJFJ

PARKWAY CABLE

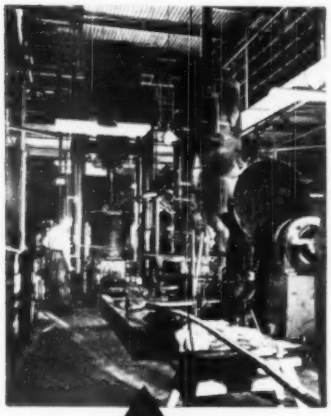
You can see for yourself that it takes massive machines to turn out lead covered and high voltage cables to meet today's rigid specifications. But machines alone cannot do the job: behind them must be men of many years' experience in making cable — in making it *right*.

At Triangle's efficient New Brunswick plant you will find modern machines manned by true craftsmen, checked by rigorous inspection, backed by unceasing development and research. To you, this means the finest in parkway...power...varnished cambric ...lead covered cables that can be constructed — today's top value in wire and cable.

Whether your needs are for standard cables built to I.P.C.E.A. recommendations, or for special cables tailor made to your own specifications, you will find Triangle engineers glad to consult with you.

TYPE VML

LEAD COVERED CABLE



← **Protection Plus**—This huge press produces a smooth, uniform sheath of virgin lead for utmost cable protection.

TYPE V

VARNISHED CAMBRIC CABLE

The Trade Mark Of Top Value

TRIANGLE CONDUIT & CABLE CO., INC.

1906 JERSEY AVENUE • NEW BRUNSWICK, NEW JERSEY

IT *MUST* BE RIGHT!

"GLAZON" BUILDING WIRE • BARE WIRE • ARMORED CABLE • "GLAZON" NON-METALLIC SHEATHED CABLE • SERVICE ENTRANCE, SERVICE DROP, VARNISHED CAMBRIC BRAIDED OR LEADED, TRIOPRENE TRENCH, POWER AND PARKWAY CABLES • RIGID CONDUIT HOT-DIPPED GALVANIZED • ELECTRIC METALLIC THIN WALL CONDUIT • FLEXIBLE STEEL CONDUIT

What finishing touch makes this the perfect picture of a lovely ranch home? That's right, it's the Lighting by Artolier! The people of good taste who buy the modern ranch type house insist on Artolier Lanterns to complete their picture of pleasant, comfortable living.

for quality and beauty—*install* ARTOLIER
for customer satisfaction—*suggest* ARTOLIER
for quick turnover—*stock* ARTOLIER

Lighting . . . That Completes the Picture!

No. 903
20 Gauge Copper. Glass—Clear Globe. Finish — Satin Black and Brass or Polished Copper. Dimensions: Height, 21"; Width, 13"; Glass Globe, 7" x 9"; Collar, 3¼". (Other sizes furnished on request).

No. 201
18 GAUGE ADJUSTABLE ALUMINUM LAMP POST
Natural Finish. Dimensions: Diameter, 4"; Height, 8'. Available with 3", 3¼" and 3½" diameter at top to accommodate any size post lantern. (Please specify sizes desired.)

No. 552
Glass — Clear — Polished Beveled Edge. Finish—Satin Black with Brass Trim. Beveled Glass Door Bottom. Dimensions: Height, 8"; Square, 4⅛".

No. 422
Glass—Frosted. Finish—Satin Black or Antique Copper. Dimensions: Height, 8"; Square, 4⅜".

No. 418
Glass—Frosted. Finish—Black or Antique Copper. Dimensions: Overall Height, 7¼"; Square, 4½"; Extension, 4½".

No. 549
Glass — Clear — Beveled Edge. Finish — Satin Black with Brass Trim. Beveled Glass Door Bottom. Dimensions: Diameter, 8¼"; Height, 8½"; Square, 4⅜"; Extension, 6¼".

ARTOLIER CORP. LODI · NEW JERSEY

SPENDTHRIFT ROAD TO SOCIALISM

No. 3 in a series of editorial messages

EVERY time the sun sets your federal government is $15,000,000 deeper in debt. How long can this last?

This is the disturbing reminder appearing on a number of billboards erected by the chambers of commerce of Anniston and Gadsden, Alabama. It is a message which might well be displayed on every highway in the nation, printed in every newspaper, and repeated on every broadcasting station. For until the people generally become aware that the road we are now following leads not only to national bankruptcy but to the loss of our individual liberties, it will be difficult to curb our present wild orgy of federal spending.

Not many years ago the first "billion dollar Congress" aroused widespread criticism. Yet, our federal government today is spending at the rate of a billion dollars every nine days!

During these days of peak prosperity, with tax collectors taking nearly 30 per cent of the total national income, our federal government still operates in the red. Present estimates are that the federal debt will be increased nearly seven billion dollars this fiscal year.

That federal debt, today, has passed the astronomical figure of a quarter-trillion dollars. The figure is meaningless unless we apply some measuring stick—such as the fact that this debt is nearly twice the assessed value of all the nation's farms, homes, factories, business buildings and other capital assets.

More disturbing than the size of the debt is the failure of government to do anything about it.

From the first world war the United States emerged with a debt of more than $26 billion, which then seemed a back-breaking burden. But as the result of sound fiscal policies the debt was cut almost in half by the end of 1930.

In striking contrast, we are today adding to the federal debt substantially, even during years of great prosperity and maximum tax returns.

Admittedly, there may be little prospect of important savings in the war-connected expenditures which make up the greater part of the proposed $42 billion budget for the fiscal year 1951. But in that same budget the proposed expenditures for domestic programs — such as housing subsidies, public works, social welfare, agricultural subsidies, etc —were set at more than $11 billion. And that's almost double the 1948 outlay for those same programs.

The federal government today has more than 2,000,000 civilian employees — nearly twice the pre-war total —whose combined payroll exceeds $6 billion. Surely here is opportunity for savings.

But instead of economizing on other expenditures in order to finance such an emergency as the "cold" war, our economic planners propose more heavy raids on the federal treasury. One is socialized housing. Another is socialized medicine. Still another is the Brannan plan. Ultimate cost of each would be many billions of dollars.

"If we do not reduce these federal expenditures, the alternative is more taxes or deficits, more government competition, and more regimentation," says Senator Harry F. Byrd. "The fact is that deficit financing in time of peace is piling up a federal debt to proportions in which the liberties of free enterprise cannot survive . . . . Neither a democratic form of government nor a free enterprise system can exist in national insolvency."

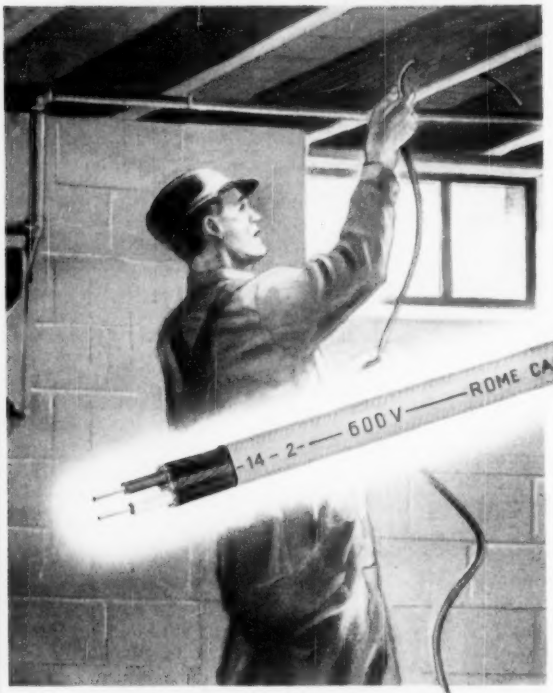
Meantime, what can we individually do about it? We can express our views to the members of Congress. We can urge that non-essential expenditures be eliminated and the budget balanced. We can help keep local interests from seeking federal appropriations. We can create wide-spread support for a rigid program of economy.

Announcing Rome RoFlex

NON-METALLIC SHEATHED CABLE

with new

GRAY FINISH



SURFACE MARKED

FOR EASY IDENTIFICATION

Rome RoFlex is Underwriters' Laboratories approved for 600 volts. Available in 2 and 3 conductor sizes, with or without ground wire. Packaged for convenience of handling in individual cartons. Order it from your electrical wholesaler *today*.

Here is the answer to an electrician's prayer . . . a non-metallic sheathed cable with a finish that is smooth for easy pulling, clean to handle, non-flaking and clearly printed with size and name for easy identification. Yes, Rome's new gray finish is an improvement you *cannot afford to pass up*. There is no need to wear safety goggles when you work overhead with the new RoFlex. Its finish will not flake or dust off . . . does not get tacky . . . leaves you with clean hands.

Under the new gray finish, Rome RoFlex has the same high quality construction as before. It is easy to strip, smaller in diameter and light in weight. Its outer braid is a combination of glass and presaturated yarn for high resistance to mold and rot.

On your next "flex" job save time and money by insisting upon the new Rome RoFlex with the *gray finish*.

IT COSTS LESS TO BUY THE BEST

ROME CABLE
Corporation
ROME · NEW YORK
From Bar to Finished Wire

ROME CABLE ROME, N.Y.

Southern Warehouses: Atlanta, Georgia, and Dallas, Texas

OUR READERS SAY—

Readers are invited to make use of these pages to express their own views on timely subjects.

◆ For quite some time I have been an ardent reader of Electrical South and find the contents of great help to me in my business. Your department on Catalogs and Bulletins, I think is the most interesting and informative because through it I am able to get facts and ideas that otherwise I would miss.

In my electrical contracting work I do a lot of wiring in homes that cost between $30,000 and $50,000. This is a resort area here and the home owners demand the best. Recently I received a bulletin put out by one of the manufacturers, through your Catalogs and Bulletins, on low voltage switching gear. This has been exceptionally helpful, as I have been installing a lot since then. I find that this system is becoming more and more popular, because of its convenience to the owner.

The discussions you have on methods of bidding on contracting jobs, especially the differential in price range between legitimate contractors and "step-ladder" electricians makes good reading. I feel that we legitimate boys can do a better job, a cleaner job, and one far more satisfactory to the owner, even if it costs a little more than the work done by the so-called pliers and screwdriver operator.

We all know that electrical jobs are sub-contracted. For that very reason the general contractor is usually in a position to keep to himself all savings of the contract provided the specifications are not too rigid. Now I believe that if we as sub-contractors could explain to the owner that even though we are a few dollars higher than the wildcat, we can do a better job for him because we are better equipped, both mechanically and with more knowledge of the work.

Now, provided that the step-ladder lad has been given a job or contract on price alone because his bid was low, and that you have been turned down by the general contractor because your bid was high, then I feel that you should be able to approach the owner direct for reconsideration. Despite his dependence on the general contractor, the average home owner knows that there is no saving on a cheap job.

I am the only member of the Adequate Wiring Bureau in this area and have had to re-do a lot of poor jobs done by inadequate electricians.—**Gerald R. Harwood, Electrical Contractor, Indian Rocks Beach, Fla.**

◆ In the continuing battle for better merchandising conditions and improved sales efficiency, there appears to be a definite need for a review of the fundamental principles of business. Some of the troubles that plague the appliance industry today, stem from a lack of fundamental knowledge of the intricacies of profit and loss, markup, gross and net profit, overhead cost, delivery cost, taxes and all the other tangible and intangible expenses of operating a modern retail business.

It should take only a better understanding of the actual cost of operating a business to convince the price-cutting dealer that he is following a senseless path. For instance, the price-cutting dealer spends his energy in getting an other dealer's customer by offering extra discounts when he could make more money creating a new customer which no dealer has yet found. The dealer who gives the customer an extra $10 or $20 discount to keep him from buying what he wants and to be sure he doesn't go to another store, must not know that he is probably giving away all of his net profit on the deal, if indeed, he is not presenting the customer with a few dollars out of his pocket.

It is to the credit of most older dealers who have been through the mill that most price-cutting in the appliance field is done by dealers new to the business and who fail to assume their full responsibility and services to the customer. Many of them have

"Okay, 315 in Bin 46—Now, Yogi, exactly how many grounding connectors are there in Bin 47?"

never been in any kind of business before, which is no cause for criticism.

The answer lies in expanded programs of education whether they be conducted by factory-dealer schools, trade magazine discussions, or whatever means at our disposal. Only better training can lead to better selling, and only a thorough knowledge of a business can lead to its constant perfection.

By the basic law of business, the dealer who gives his profit away will eliminate himself. But in so doing he will damage other dealers, create a bad impression with appliance customers, and leave a bad taste with suppliers and bankers. Since he has gone to the trouble to go into business, it behooves this dealer to learn how to make and keep a profit so he can stay in business, and render a real service to his community.

The place for all of us to display our talents is in the department of operating cost. The dealer who can reduce his costs and discover more efficient ways of conducting his business will always be looked up to in the industry, while the price-cutter will always be considered the less efficient businessman.

Education and still more education is the obvious answer since the man who knows that a certain fact be true is not so likely to whack his own wrist.—**John G. Toennes, Sales Manager, Woodman Engineering Company, Jefferson City, Mo.**

"I don't give a hoot—you birds use the ladder just the same!"

◆ HERE AT Britain Electric Company, we enjoy the many constructive articles published in ELECTRICAL SOUTH. But we would like to see some articles that cover estimating in its various stages and steps.

There is a deplorable lack of capable and experienced estimators, and this is fast becoming an acute problem facing every electrical contractor.

During the war years many firms expanded. Now we are fighting to maintain a large force. In many instances this is an utter impossibility. As a result, to create a job for themselves, many employees are going in business for themselves.

Without knowing the pitfalls entailed in estimating, their bids are ridiculous! They don't know the proper take-off; they don't know the differences involved in a pan and a bar joist job; and have no knowledge of labor units.

As a result, established contractors are either forced to deliberately underbid jobs in order to hold their organization together or pass up jobs, that if intelligently bid, would assure a profit to the contractor receiving the job. As it is, too many jobs are being let without profit . . . often the bid will scarcely cover the cost of materials.

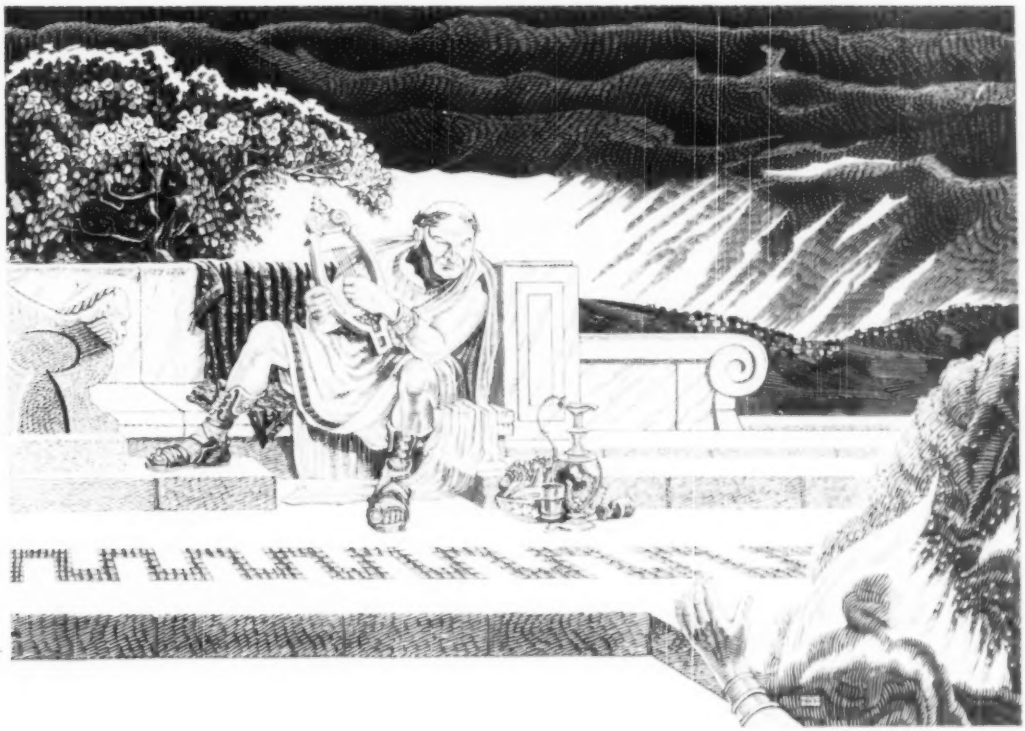
While an article of this type could not be briefly told, we think it would enlighten many of your readers . . . and it surely would benefit the established contractor with capable estimators on his staff. —**Ellsworth R. Stewart, Vice-President, Britain Electric Co., Houston, Texas.**

◆ FOR A LONG TIME we have been wanting to write to you to let you know how much good we derive from reading the pages of ELECTRICAL SOUTH. Of course, we realize that our energy and ability accounts for most of our success but, in all fairness to you, we have to admit that your columns have given us many helpful hints to improve our service and increase customer satisfaction.

We never have gotten around to tell you how much we appreciated the article you published on our shop; it was entitled "Service Profits," and it appeared on page 12 in your June, 1942, issue. If we couldn't get another copy of that issue we wouldn't take a hundred dollars for the copy we have. Briefly speaking, that article showed how we changed our type of service in order to survive the restrictions and curtailments of that wartime period. And, frankly, we got a lot of ideas from your magazine.

In our business, we have to be on our toes constantly, and here is where your magazine is of great help to us. It has and it continues to give us many ideas for window displays, advertising, motor servicing, appliance repairs, testing equipment, etc. We couldn't very well get along without it.

We are now authorized factory agents for service and parts for: Cory coffee brewer products, Toastmaster products, Hunter-Century fans, Stanley electric tools, Universal appliances, Robbins & Myers fans and motors, Durabilt products, Victor electric products, Nesco electric products, Salvajar products, and Vornado fan products.—**W. F. Kersey, Shop Dept., Reliance Electric Works, New Orleans, La.**



It's no time to fiddle!

HEADLINES warn us of the menace of spies and subversive agents. But in every community there is a hazard, largely unrecognized, which may become ready tinder for the ravaging flames of socialism and communism. This is the misconception of everyday economic facts that exist among our young people.

For example, a recent poll among high school seniors shows that the majority of them believe that the owners of business take out for themselves a larger share of the income than is paid to employees. They think the stockholders' average return is 24% of the sales dollar. The truth is that stockholders average less than 3%, whereas over 30% of the income dollar is paid out as wages, pensions and other benefits.

Our young people do not seem to realize that paying dividends is only one function of profits. Far more important today is the need for profit to keep business competitive, and to pay for new buildings, machinery, and other necessary equipment and to provide new and more jobs. Ignorance of this fundamental concept breeds contempt for the system of enterprise that built our country and keeps it strong.

The facts of business must be given to our boys and girls to protect their future. Only business men can supply the facts. As a business leader in your community, it is your responsibility to help clear up such misconceptions. The old story that Nero fiddled while Rome burned must not have a counterpart in America.

The Youngstown Sheet and Tube Company

General Offices--Youngstown 1, Ohio
Export Offices--500 Fifth Avenue, New York

MANUFACTURERS OF CARBON ALLOY AND YOLOY STEELS

RAILROAD TRACK SPIKES - CONDUIT - HOT AND COLD FINISHED CARBON AND ALLOY BARS - PIPE AND TUBULAR PRODUCTS - WIRE - ELECTROLYTIC TIN PLATE - COKE TIN PLATE - RODS - SHEETS - PLATES.

The television portion of Watt's advertising program has been particularly effective. A "House Party" held in the store, and announced only over the TV program, brought in more than 100 adults and scores of teen-agers. The postcard reproduced here is used to acknowledge requests for certain musical numbers.

Dale H. Watt

How contractors can advertise *effectively*

Three per cent of gross sales is appropriated by this contractor-dealer for advertising

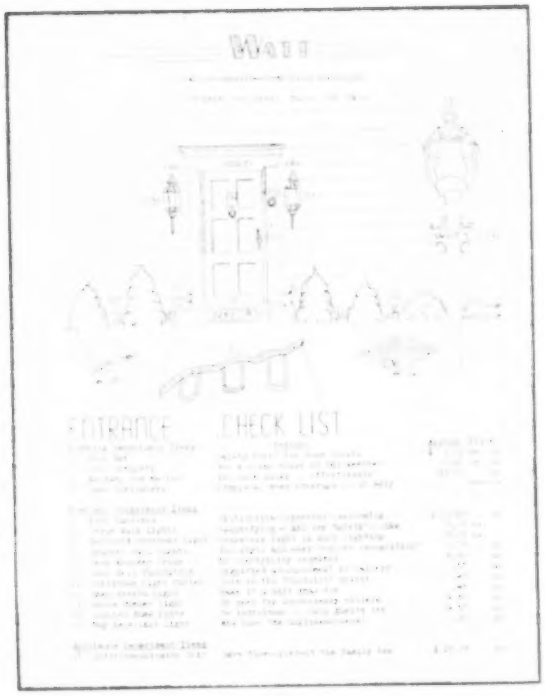
by Dale H. Watt

President
Watt Plumbing, Air Conditioning and Electric Co.
Tulsa, Oklahoma

◆ TELEVISION and direct mail advertising are getting the big share of our advertising budget—and are proving their effectiveness for a contractor-dealer organization such as ours.

In the past three years or so, we have usually set up a budget of about 3% of gross sales for advertising. When the breakdown was made for the different departments, ordinarily we set up about one-third for newspapers and magazines, one-third for radio, and one-third for direct mail. However, this year, we have decided to set up two-thirds for direct mail, on a unique idea.

We are just now embarking upon an extensive mail campaign to make monthly or semi-monthly mailings of a single page or sheet of paper which will contain a sketch of a certain room in a house, or some part of a house, such as the main front entrance (see illustration). Each sketch will designate by number a certain item which might be purchased in our store in any of its departments, and will give the price



Watt's direct mail campaign for this year has some interesting angles. A series of 24 mimeographed sheets, covering every room in a home—some twice—directs attention to a wide range of items in the electric department, appliance department, and the plumbing department.

We do our own mimeographing of these circulars, and already have 24 sheets, showing 21 different rooms of a house (one room to a sheet, except kitchen and bathroom which each take two sheets), ready for mailing, one at a time.

At the end of the series, which will take a year with semi-monthly mailings, we will make a cumulative mailing by fastening all the sheets together to form a sort of catalog. This will be sent to all homeowners of Tulsa. Presumably the housewife, upon receiving the first mailings, will throw it in the wastebasket, but on receiving the entire catalog, she may remember several things in which she was formerly interested from time to time, and she may save the catalog for future reference, if not for immediate orders.

Since the first of this year, we are also advertising by television. I know many firms would like to advertise by this method, but they think it too costly for the average business. I would like to explain how it can be arranged by even a small business firm that sells such things as electrical appliances and services.

We advertise over KOTV once a week, sponsoring two girls who play piano duets of popular and classical requests. For one minute preceding this program, a movie film is run showing items or services obtainable from our store. Then after the music, another one-minute film is run showing appliances or other merchandise we sell.

Just who is the audience reached by television? Are they kids, teen-agers, or adults? Are they prospective buyers? To test the response, we held a House Party one Thursday evening from 7:00 to 9:30 p.m. at our store, with the two girls playing their piano duets, and offering free cold drinks. The only invitations given out were by television broadcast once each evening on the preceding Monday, Tuesday, and Wednesday. In this way, we would know pretty well that anyone who came to the party was probably a television viewer.

In planning the party, we had approached the cold drink bottler, who had readily agreed to furnish the cold drinks as their own advertising, at no cost to us. Our only cost for the party was the rental of a piano and chairs from a local music store.

There were 100 adults who showed up for our party, not counting dozens of children and teen-agers who came to view their favorite television program on several demonstration sets we have on the floor of the store. We asked each adult to sign a special guest-book register. Out of that 100, twenty of them were good prospective buyers. Another 40 are interested prospects.

Ordinarily when mailing advertising to prospective customers in the city, we feel a 1% response of return-mail cards is good. By the same standards, if the size of our house party was any indication of audience size, we would have 10,000 viewers on television. Of course there is no definite way of

(Continued on page 57)

Improving contractor-wholesaler

Co-operation has helped to solve trade relations in Nashville

◆ THE REMARKS and data that I present here were gathered with the assistance of the Nashville Chapter, National Electrical Contractors' Association. They are based upon our experience thus far and are by no means a complete solution to the problem of increasing NECA contractors' sales of materials. The more we delve into the problem, the more we realize that it is a national problem, and we are endeavoring to convince each and every chapter manager that he should start a similar movement in his chapter.

For many years there has been a growing disagreement between branches of the electrical industry regarding the proper distribution policy. The blame for these abuses cannot be laid at the door of any one branch of the industry. Most of them have grown out of the desire, on the part of the individual, to gain some improper advantage over his competitor. Reprisals by a competitor brings about undesirable trade conditions.

Several years ago I started collecting data which has resulted in two papers called "Trade Policy" and "Suggested Policies and Plans." In brief our policy is as follows:

"Each consumer is entitled to a consumer price on the quantity basis of his purchases, but at every quantity step in the consumer's prices there should be provision for a contractor's differential that will permit the contractor to make the sale at the same price with a fair profit."

This statement of policy was all very fine, but little or nothing had been accomplished from a practical standpoint. Wholesalers were trying to substitute on many jobs, and we were all very unhappy. Finally, the school system was going to buy 5,000 fluorescent fixtures and the sale was made by a manufacturer direct cutting below the wholesale cost. Our members were very indignant and, of course, the chapter manager was called upon to solve the problem.

I asked the chapter to give a dinner to the wholesalers. It was a very nice dinner preceded by a reception. After dinner, I announced that this dinner was not for the discussion of prices or policies, but to convince one another that we were friends and all in the electrical industry to make a living if possible. We stated that we desired to co-operate as an association and invited the wholesalers to bring their problems to our office.

For several weeks, I thought

One of the outstanding features of the recent Southeastern District Convention of NECA, at Gatlinburg, Tenn., was this discussion of trade policies by the Nashville Chapter manager.

Contractors' Functions

1. Creating demand for electrical products by salesmanship, contact with consumers, and market development;

2. Building good will for and exploiting the products of particular manufacturers by recommending and using such products when installation contracts do not call for parts by trade names;

3. Making no substitution for specified products where the manufacturer has created a specific demand for proper materials and equipment;

4. Supplying engineering experience in the proper assembling of the diverse products of different manufacturers and combining them into a balanced installation;

5. Guaranteeing the successful operation of the entire installation, including the parts contributed by each manufacturer; and

6. Supervising and servicing the successful operation of the equipment after it is installed, thereby assuring continuing good will for the products.

relations

by J. A. Scheffer

Manager, Nashville Chapter National Electrical Contractors Assn., Nashville, Tenn.

that perhaps all that effort and money spent was for nothing, but one by one the managers of the various wholesalers laid their problems before me. Where the problems involved unethical practices by our contractors, they were taken up at our meetings in a general way, and most of them were stopped.

These discussions with the individual wholesalers disclosed many angles that needed development, and we decided to concentrate on the selling of commercial lighting fixtures.

Selling a lighting job today often ends up with the customer supplying the fixtures which he has purchased direct from the wholesaler. If the contractor could add this fixture volume to his sales, it would decrease the percentage of his job overhead and increase his profit.

At this point the chapter manager has an opportunity to do some constructive work for his members. I have found that all factors concerned in the ultimate sale are willing to co-operate to the end that a contractor receives a profit for the functions that he performs; however, each factor in the group has his particular gripe that can be smoothed out by proper education and instruction.

The four factors usually concerned in the ultimate sale of fixtures are as follows: architect or engineer, wholesaler, manufacturer, and contractor.

Let us consider each one and determine what his functions are:

1. The architect or engineer is not just interested in lighting fixtures, he is trying to create a lighting effect that serves a particular purpose. In a factory it may be to increase production and to prevent accidents; in stores it creates illusions that help sell merchandise; in offices it reduces fatigue of the office workers; in night clubs it creates atmospheres of glamour and romance.

2. The wholesaler's lighting expert works very closely with the architect. He has his fixtures specified in the specifications. His time with the architect is valuable and is represented in the cost of the product he sells.

3. The manufacturer of reputable lines carefully selects his distributor because of his ability to do the job of creative selling. I make a distinction between the manufacturer that designs and creates his product as against the manufacturer that assembles his product.

4. The contractor is depended upon to carry out the creative ideas and designs of the architect or engineer by a proper installation that will give satisfactory service. He can secure the services of the wholesaler in planning a lighting installation for his customer.

The practice is somewhat different as it seems to be the custom of the wholesaler to quote the

(Continued on page 53)

Suggested Policy for Electrical Wholesaler

We are in a wholesale business only and, therefore, must sell only to wholesale buyers within certain classifications. A wholesale buyer in one classification or another will not be permitted to buy everything we sell on a wholesale basis and therefore will not be permitted to buy certain articles from us direct on any basis.

Wholesale buyers are classified as follows:

Electrical Contractors—May buy anything from us classed as construction materials, fixtures, lamps, fans — including ventilating types, and all other articles for installation and traffic items of appliances but not major appliances unless he is an authorized dealer for them in addition to being in the contracting business.

Dealers—A dealer is one who is dealing in our merchandise by buying it from us and reselling it. He may buy anything from us except construction materials, etc., as stated under classification as electrical contractor unless he is a contractor-dealer. He cannot buy major appliances unless he is an authorized dealer for them. He cannot buy fixtures unless he is a fixture dealer or a contractor and reselling them. The only exception on fixture sales which may be sold direct is on large contracts where fixtures are on separate specification, and we have competition from other wholesalers selling direct. An attempt should be made to also handle this through an electrical contractor. For example, a flashlight dealer in a drug store or a lamp agent in a grocery store cannot buy fixtures or construction materials from us to wire or light his own store or any other articles which he is not stocking or buying for resale.

Industrials, Railroads, U. S. Gov't., State, Municipalities, Utilities, Large Buildings, etc.—Buyers under these classifications must have at least one full time maintenance electrician. We will not sell construction materials, etc., to any concerns who just want to buy the material at wholesale prices and then hire labor only from some electrician. We will sell this class of customer anything needed for new installations, maintenance, or articles used in their operations or for a part of anything they manufacture. No individuals working for companies in classifications mentioned may buy any materials or appliances from us for their own use. In no instance will we sell any major appliances to anyone but authorized dealers.

Sales to Consumers—Where sales are made to consumers entitled to a consumer price on the quantity basis of his purchase at every quantity step in the consumer's prices there will be provision for a contractor or dealers differential that will permit the contractor or dealer to make the sale at the same price with a fair profit.

Fred Werry, Dallas electrical contractor is installing, or will install, wiring in 200 or more of the 257 homes to be built in the Marsh Lane subdivision. The "AW" signs in front of the 250 homes in this addition stand like mileposts of the progress made by a few contractors in Dallas in the promotion of adequate wiring.

GETTING THE A-W SIGN ON 250 NEW HOMES

Contractor efforts and bureau promotion get results

by Baron Creager

♦ MOST of the more than 250 medium-priced homes rising in a new residential development in Dallas, Texas, will be adequately wired throughout as a result of patient sales effort by one electrical contractor, who was one of the pioneer champions of AW in the North Texas metropolis.

Fred Werry, the contractor, is installing or will install, adequate wiring in at least 200 of 257 homes to be completed by three builders, two of whom he has worked for over a period of years.

During that period, the builders were almost but not completely sold on adequate wiring.

"They almost had complete adequate wiring in the homes they had previously built and that I had wired for them," explains Werry.

"It was practically AW except for ranges. I always saw to that by putting in sufficient circuits and plenty of outlets. But during the past year it has been necessary to go back to a number of those homes and put in facilities for ranges.

"That is what really finished the job of selling these builders on adequate wiring for the new development. With increased use of electric ranges, which gets vigorous promotion locally, the builders could see that demand justified going all the way. So in this development, in front of every house erected by these two builders, will be that familiar AW sign."

Werry believes he is one of the first, if not the first contractor, to put adequate wiring in a Dallas home. Surely he was one of the first to promote the program, for Mrs. Werry produced from the company files a 1939 issue of a publication, then published, but since replaced with a more elaborate magazine, by the Dallas Power and Light Company. This issue featured an adequate wiring job by the Werry Electric Company.

Although Werry championed AW almost on his own at that date, he readily shares with com-

(Continued on page 52)

How contractors can sell adequate wiring

by Sam Carson

◆ A SMALL but rapidly growing contractor is showing bigger and longer established firms the way to additional profits through creative selling.

J. W. Goldsmith, a tall, slow-spoken, ex-Seabee, is a booster for adequate wiring. His five-man shop in residential Decatur, Ga., has sold more adequate wiring jobs than most of his larger but less aggressive house wiring competitors in the Greater Atlanta area. Residential wiring comprises the bulk of his work.

Judging by his own success with the program of the Adequate Wiring Bureau, James Goldsmith can't understand why more contractors don't get on the extra profit AW bandwagon. In the year and a half that he has been selling adequacy, the Georgia contractor sold 30 per cent of his residential jobs on AW.

Mr. Goldsmith can show you where he has taken an average extra profit of 10 per cent from each job that contracted for the additional work. "That extra 10 per cent," says Goldsmith, "represents a return that I would not have realized if I hadn't made an effort to sell the builder on AW."

There is no trick to getting the extra work written into a contract, according to Goldsmith. You can get many an AW job without favoring the builder with a forceful sales talk and an armful of sketches.

Goldsmith is the first to admit that he is no Elmer Wheeler as a salesman—he says he couldn't sell carrots to a rabbit—but he does use one strong sales weapon of proven effectiveness. That weapon is consistency, and Goldsmith carries it like a side arm.

Every owner and builder with whom he contracts gets a brief, unvarnished introduction to adequate wiring. "Talk AW to all of 'em," he advises. "You can't miss selling a lot of extra wiring if you talk the benefits of AW to *all* your customers." By making it a point to outline the benefits of adequate wiring to *every* customer, he has added hundreds of dollars of extra work to the minimum jobs originally planned.

A recent sale of adequate wiring by Goldsmith to a speculative builder will illustrate the simple but sound Goldsmithian selling technique. The builder had already accepted the contractor's bid. "Then," relates Goldsmith, "I asked him if he wanted me to help him sell the house.

"My question puzzled him, but I saw I had aroused his interest. I told him about adequate wiring—how an AW certificate would add a lot of value to his building at a relatively small additional cost. Well, he saw my point and ordered adequate wiring right down to the last wall switch."

Generally, in selling adequate wiring to a speculative builder, Goldsmith stresses two points. First, adequate wiring helps to sell the house by providing an appealing selling point. A light

(*Continued on page 52*)

J. W. Goldsmith, electrical contractor of Decatur, Ga., has found it advantageous to sell the advantages of adequate wiring to the builders with whom he works. Shown at left here, he goes over a set of plans with Builder C. O. Emmerich.

New process is resulting in marked reduction in costs in

Labor Saving with Stud Welding

by Walter E. McArthur

Construction Sales Manager
Nelson Stud Welding Division
Morton Gregory Corporation
Lorain, Ohio

♦ EFFICIENT, economical installation of electrical fixtures and associated wiring is one of the most important duties of electrical contractors. Since they are often required to work at top speed to finish their job in time for the official opening of a new building, any production tool which offers the dual advantages of a better job at reduced cost is of special significance.

Another factor which places added stress upon the necessity for a clean, utilitarian installation of lighting fixtures, conduit, and power cable is the fact that industry in general is now, more than ever before, well aware of the advantages of providing ample lighting and power connections when the building is under construction, rather than making piece-meal additions as the power load within the plant increases.

The ideal method of making electrical installations is one that requires work from one side only, does not damage equipment in the plant, and offers maximum flexibility and speed of operation. Electrical contractors throughout the country have found that the Nelson method of stud welding fasteners to steel surfaces meets these requirements, and also results in an attractive job not found with other installation techniques.

Essentially, stud welding is a semi-automatic method of end welding threaded studs, hooks, pins, or a wide variety of special purpose fasteners to steel surfaces by means of a hand-operated gun. Operation of the gun is simple, and the five-pound tool can be used in any position without weld splatter.

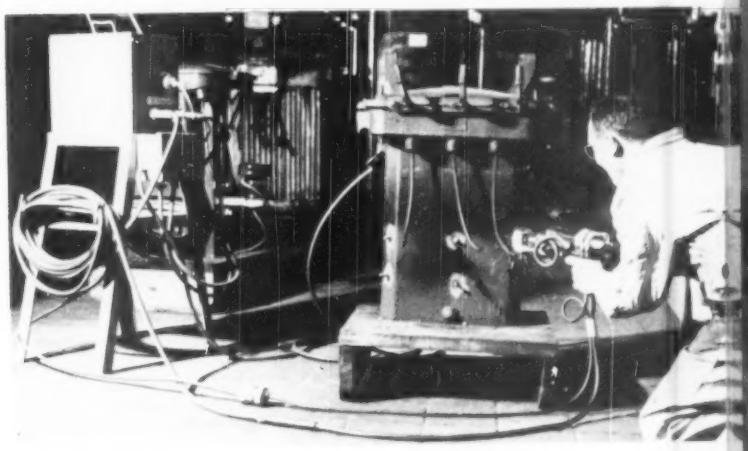
Typical stud welding applications by electrical contractors include the installation of conduit, fluorescent and incandescent lighting fixtures, and wireways. The accompanying illustrations indicate some of the ways that stud welding has proved to be a valuable production tool on jobs of this nature.

Either stiff or flexible conduit can be quickly fastened to side-wall columns or ceiling trusses by end welding a ¼" threaded stud to a steel surface with the Nelson gun. A dog clamp positioned over the conduit and held in place by a nut threaded onto the stud will hold the wiring securely, yet permit easy removal in case changes in the wiring layout are desired at a later date.

Due to the simplicity of operation of the gun, the stud welding method is approximately six times as fast as drilling and tapping the structural members in order to fasten a similar clamp in place. The stud and a protective ceramic ferrule are chucked into the end

certain type installations

The use of stud welding on the underside of cellular steel flooring makes it possible to secure lighting fixtures directly to the ceiling without use of outlet boxes and provides good grounding. A wide range of applications are being found for this versatile tool. Below, the operator is welding studs directly to distribution transformer cases to permit direct mounting of lightning arresters.

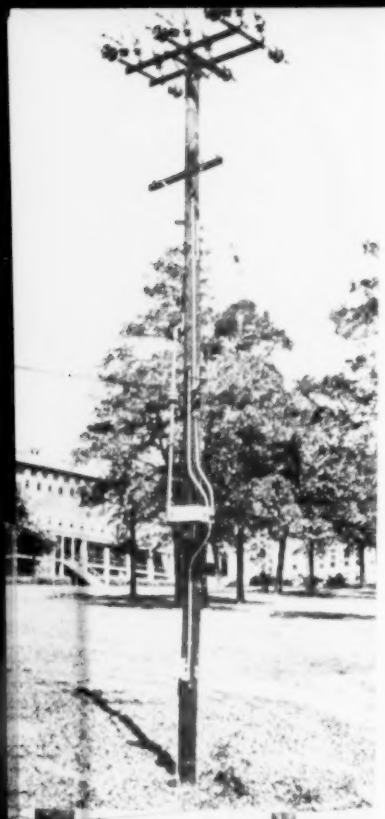


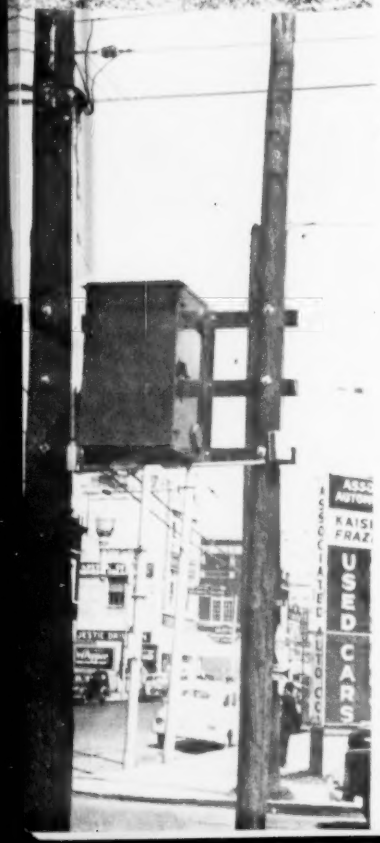
This view of an industrial building ceiling shows three uses of stud welding: (1) fixture hangers screw directly to studs welded to girders, (2) small studs and clamps hold conduit in place, and (3) other studs support the sprinkler lines. In this particular instance the operator of the stud welding equipment completed 20 welds per hour as compared with 6 ordinary hand welds per hour—nearly four to one.

of the gun, which is then pressed against the work in the desired position. When the operator pulls the gun's trigger, a solenoid within the gun lifts the stud about 1/16" from the work, and an arc is created between the work and the end of the stud. At the end of the proper length of time, as determined by the diameter of the stud being welded, the timer control unit used in conjunction with the d-c welding generator opens the welding circuit and the stud is plunged into the pool of molten metal. The ceramic ferrule, which concentrates the heat of the arc and minimizes splatter during the welding cycle, is broken off with the tap of a hammer, and the operation is complete.

The electrical contractor responsible for the installation of over 500 incandescent lighting fixtures at the three-story Union Supply Company warehouse in Pittsburgh saved an estimated $1,115 through the use of stud welding in securing outlet boxes. Fixtures for the lights were to be fastened to the steel ceiling—an operation which usually requires drilling the structural members to accommodate the grommet which holds the outlet box in place. However, by using the stud welding method, all drilling operations were eliminated, and a simple connector plate replaced the out-

(Continued on page 54)





These pole-top switches are typical of those installed recently on distribution primaries at Little Rock, Ark. Remote controlled from the dispatcher's office, they provide new flexibility and greatly reduce outage time.

Remote Control

◆ In the early hours of a cold, winter morning, the telephone jangled on the desk of the dispatcher at Little Rock Power Plant.

"Our electricity is off; we're freezing," spoke a chilled and chattering caller.

The still hours of the morning seemed a good time to shut off service along the line for maintenance work. An Arkansas Power and Light Company employee explained this to the caller, and assured her that service would be restored before the working hours.

"But, we sleep under electric blankets," retorted the complaining customer. "We'll all be frozen before that time."

Cause of the cold blankets may have been an electrical failure like one in which a transformer switch exploded at the corner of Markham and Pearl Streets. Hundreds in the western residential section of Little Rock were without electricity. At the power house switchboard, the automatic alarm sounded and an indicator light flashed green; an operator attempted to restore service to the damaged line.

When he couldn't keep the switch closed, allowing power to flow over the troubled line, the switchboard operator picked up his intercom telephone.

"Circuit 1301 is out and won't hold," he may have said to Harry E. Brown, who was on duty in the power dispatcher's room. It adjoins the generating station.

Brown glances across the room to the wall. His eyes traced the route of the deadened power line as it weaved its pole-dotted path through a heavily populated residential section. Focusing on the first point marked to indicate a switch on the circuit, Brown turned his motions to the master control panel.

Two eight-feet high steel cabinets, fitted with escutcheon panels, indicator lights and buttons, sit side by side behind the radio transmitter and receiver equipment. Communication between the power plant and mobile service crews is by high-frequency two-way radio.

Trouble Dispatcher Brown wasn't ready to radio a message to one of the line crews. His trigger-quick fingers turned an arrow-shaped pointer on the small panel which bears the same number as the switch on the damaged power line. The arrow pointed to the "trip" position.

Glancing at a disagreement lamp, a small white indicator with a black dot, a flash verified that the switch miles away was closed. Then the button at the bottom of the small panel was pulled out by Brown.

This incited electric impulses which would open a switch and sectionalize the line. This makes it possible to test the remainder of the line.

Set in motion was the remote-switching operation which controls a network of electric lines from one point. When the button

for Pole-Top Switches

by Bob Wimberly

is pulled out, 40-volt impulses travel over a telephone circuit to a relay panel inside a selection station many blocks away from the dispatcher.

This relay station controls the operation of five pole-mounted switches. When the button is pushed in, the auxiliary relays inside the field control station are activated to select the correct switch. This switch is opened by the 120-volt motorized unit on the pole. After tripping the switch open on the line, the dispatcher pushed the button in, completing the procedure.

The switchboard operator is informed that the line has been "broken" and he recloses the circuit to this point. If the circuit remains closed, then switchboard operator and dispatcher know that the damage lies beyond this point.

Dispatcher Brown may not follow the circuit to the next motorized switch. Using a bracketing process, he may by-pass several switches and choose one of the more distant motorized units. Another push-button operation by the dispatcher is followed by the switchboard operator's attempt to re-energize the line.

If automatic switches at the power house continue to reopen, the dispatcher has found that the trouble on the line is within the circuit lying between the two motorized units operated by the remote system. Fingertip control of other switches locates the faulty section by bracketing.

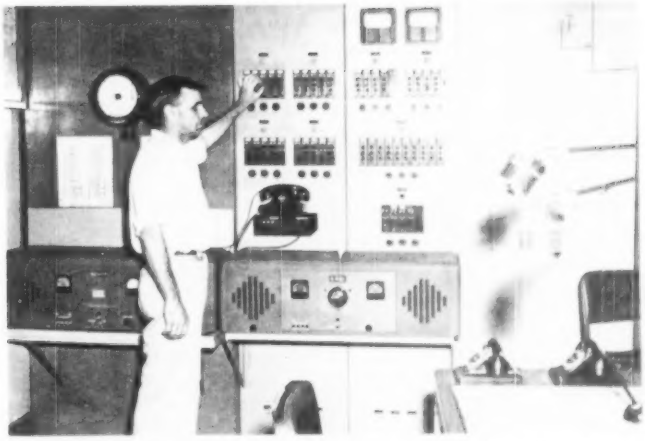
Electric distribution lines are interconnected by transformer substations and other tie points. This effects a two or three-way feed of power into the circuits. After the dispatcher has isolated the damaged segment of the circuit, he informs the switchboard operator, who can reclose his circuits to allow power to be carried along two different courses to all of the troubled line except the faulty section.

Your reading time for this story already has consumed the time required for this entire two-man operation by the dispatcher and switchboard operator. It wasn't many years ago that this story would be a longer, sadder tale of service operations without the aid of an electronic remote control system.

Before installation of the remote switching system, the whole operation, excepting automatic circuit breakers at transformer stations, was manual. Electric blankets stayed cold longer before the Arkansas Power and Light Company completed installation of 28 motorized switching units. Addition of that many more remote-controlled switches years is scheduled.

Without the push button switching system, the trouble dis-

(Continued on page 54)



Harry Brown, power dispatcher of Arkansas Power and Light Co., demonstrates remote control panel which provides feeder sectionalizing through pole-top switches at intervals on feeders.

Part 2

Electrical Safety
In Cotton Mills

◆ EVERY PIECE of equipment in the manufacturing areas of a cotton mill is subjected to very trying conditions. Not only is there comparatively high temperature and high humidity, but also a tremendous amount of very fine, highly combustible fibres suspended in the air, gradually settling on and within the equipment. Lint lodges on conduit systems, sprinkler pipes, columns, walls, on and under machinery, and on and inside of conventional NEMA Type I enclosures.

I believe it is generally true that there is no industrial control enclosure specifically designed for such lint conditions available to the cotton mill trade today. It is also true that the National Electrical Code includes in Class III, Division I locations, some manufacturing areas of cotton mills, thereby requiring the use of equipment approved for Hazardous Locations Class II.

This latter class is intended for occupancies where explosive or electrically conducting dusts are present, and the equipment is necessarily designed for this severe operating condition. Such equipment is of course suitable for cotton mills, but since almost the entire manufacturing area is subject to lint conditions, this means that an exceptionally large number of industrial control devices would be required to have such construction.

High Costs Deters Use

Because of the tremendous differential in cost of Class II equipment above that customarily used, it is impractical to obtain installations made in this manner. As a result (until very recently at least) most cotton mills have used NEMA Type I (General Purpose) enclosures. Although some of these enclosures are fairly tight, they do not exclude lint in actual practice. Lint will enter just about any opening through which air can circulate. It filters in through mounting holes which are not plugged, through unused conduit openings, through poorly formed corners and seams, or loose fitting covers. It also gets into the mechanism when covers are knocked off or are accidentally left open.

One Cause of Fires

I am firmly convinced that it is the gradual accumulation of lint within the enclosure of such devices as starters, switches, contactors, circuit breakers and similar equipment, which eventually causes a large part of the trouble. Possibly it comes from a spark dropping on the lint bed which accumulates in the bottom of the enclosure; possibly from a wad of lint getting between contacts, causing one to run hot; possibly from lint wedging between moving parts of the core and armature causing a vibrating or loose contact or overheated coil; possibly a conducting path may be built up between poles resulting from gradual carbonization of lint fibres. Anyway, the fact remains that the cotton mill has a problem.

Let us see what we can do to solve it in a practical way, using the equipment available today. Discounting the use of equipment approved for Hazardous Locations, because of reasons previously given, we could use, and do recommend in certain instances, NEMA Types IV (Watertight) or V (Dust Tight).

They do a very good job where we have seen them applied. However, they are not approved by Underwriters' Laboratories, Inc., for application in Class II Hazardous Locations, and therefore would not meet the requirements of the National Electrical Code.

Also, some mills object to cast iron enclosures for various reasons and some few are apparently allergic to using anything that costs more money than the cheapest available device. The NEMA Type I-A enclosure is known as a semidust tight device. It is basically the general purpose NEMA Type I sheet metal enclosure with all its faults, but with the addition of a felt gasket around the cover. It still retains the same mounting holes and other openings of the NEMA Type I enclosure.

Considering only the equipment currently available, the least which I feel should be considered for use in any operating part of a textile mill is the NEMA Type I-A, and that in my personal opinion is not really suitable unless the user takes special precautions to close up, and keep closed, the various remaining openings.

This leaves for our consideration the general purpose NEMA Type I enclosure, which is not acceptable under the National Electrical Code, is not recommended by most Insurance Inspection Departments, and is considered inadequate for this application by most of those who have seriously studied the problem.

New Device Holds Promise

There is, however, a very promising side to this confusing picture. Recently a new enclosure designed as NEMA Type XII has been developed for the automotive or machine tool trades. It is designed primarily to exclude oil and coolant from the mechanism, is of sheet metal construction without knockouts or mounting

by Swaffield Cowan

Engineer
Factory Insurance Association
Charlotte, N. C.

holes, and has a gasketed cover. This type of enclosure may be found suitable for the cotton mill trade, but I do not believe that it has been investigated for performance under Class II or Class III Hazardous Location requirements. Possibly it cannot be so investigated under the present wording of the National Electrical Code.

A few years ago when so much operating trouble was experienced with open motors in cotton mills, the electrical industry saw fit to develop the small non-ventilated totally enclosed motor, primarily for weave rooms, and later adapted to other equipment. These motors usually do not exceed 7½ horsepower.

For larger motors the specially designed textile type of motor was developed. This is a ventilated motor, but with large smooth air passages which permit the lint to pass freely through it. Both of these motors seem to be doing an excellent job in their intended application.

To minimize the difficulties of keeping tight the flexible conduit connections and eliminate trouble caused by broken flexible conduit, the use of type SO (Oil Resistant, Heavy Duty) flexible cord is advocated. This cord should have a fourth conductor, green in color, for equipment grounding. Some motors are now provided with such cords by the manufacturers. Special, watertight, flexible cord connectors should be used with this cord. Armored cable connectors will damage the insulation.

I have heard it said that the textile industry as a whole is one of, if not the largest, user of industrial control equipment in the country; and that this same industry is also the largest user of commercial electric power. Considering this, and the fact that many of us believe there is a real need for an improved enclosure for arcing parts, we should suggest to the manufacturers of electrical equipment that they seriously consider the development of an enclosure which will meet the need of the cotton mill market.

Group Fusing Problem

There is another location where electrical equipment is frequently misused. It represents a condition which I believe the sales engineers of the various electrical equipment manufacturers can assist in correcting. I refer to the group motor drive circuits and group fusing so prevalent in weave rooms.

It is common practice to provide a manual starter to control each individual loom motor. It is also common practice to group a number of these loom motors on one circuit, not only for convenience in wiring, but so that they may be group started. These individual loom motors are protected by manual motor controllers which incorporate thermal overcurrent protection. Such units are not designed to provide short circuit protection and generally will fail if they attempt to clear a short circuit of the magnitude usually encountered.

Short circuit protection for the motor and controller must be provided by some other device. According to the National Electrical Code, unless specifically approved for "Group Fusing" each such individual motor controller must be protected at a value not greater than 4 times the motor full load current rating. Assuming that we are dealing with 1 hp. 550-volt, 3-phase motors, we can approximate the motor full load current as one ampere. Therefore, to properly protect the equipment, each starter should be protected at about 4 amperes. I have not seen many installations made in this manner.

To provide a more flexible arrangement, manual motor controllers specially designed for "Group Fuse" installation have been developed and are so listed by Underwriters' Laboratories, Inc., when protected by "Fuses" not larger than that recommended by the starter manufacturer and as marked inside of the starter cover. Usually in 600-volt loom motor applications this is a 30 ampere limit. Obviously, with group starting, which requires an approximate 6-times-full-load current, we cannot start thirty 1 hp. motors through a set of *ordinary* 30-ampere fuses.

I have seen many instances where the required protection and that recommended by the manufacturer is completely ignored and the circuits protected at greatly increased values. I say the circuits are protected because protection is not afforded the *motor controller*. It would seem to be in the interest of all concerned, for the manufacturer's representative to be sure to point out to a cotton mill buying loom switches, that they must be properly installed in accordance with the manufacturer's recommendations and *those of the National Electrical Code*.

If they plan on group starting a large number of motors, then a number of properly protected groups can be further grouped, and protected with a suitable size circuit breaker or fuse.

The Factory Insurance Association has been working for some time on the development of a manual, "Recommended Good Practice for Selecting and Installi-

(Continued on page 55)

INDUSTRY NEWS

Timely items relating to contractors, light and power companies, electrical wholesalers, electrical manufacturers and their agents.

NAED Convention Elects Peirce New President

◆ NEW PRESIDENT of the National Association of Electrical Distributors is W. G. Peirce, Jr., president, Peirce-Phelps, Inc., Philadelphia. Mr. Peirce's election followed the general session of the Association's 42nd Annual Convention, which was held recently at Convention Hall in Atlantic City, N. J.

Also announced at the close of the luncheon and organization meeting of the Board of Governors was the election of Benjamin Gross, Gross Distributors, New York, as vice-president and chairman of the Appliance Division. R. M. Johannesen, Johannesen Electric Co., Greensboro, N. C., was re-elected vice-president and chairman of the Apparatus and Supply Division.

I. W. Danforth, Danforth Co., Pittsburgh, was elected to the executive committee, and Ralph Brown, General Electric Supply Corp., Bridgeport, was re-elected to that committee.

The following members were newly elected to the Board of Governors: A. D. Stokes, Stokes Electric Co., Knoxville; C. A. D'Elia, D'Elia Electric Co., Bridgeport; Harry R. Tracy, Tracy and Co., Inc., Providence, R. I.; Raymond Rosen, Rosen and Co., Inc., Philadelphia; Fred H. Dendy, Electrical Wholesalers, Atlanta; J. H. Bragg, Florida Electric Supply Co., Tampa; J. I. Bogden, the B. & B. Electric Co., Cincinnati; J. T. Morgan, Charleston Electrical Supply Co., Charleston, W. Va.; L. E. Barrett, Barrett Electrical Supply Co., St. Louis; and J. R. Thompson, Warren Electric Co., Houston.

D. M. Salsbury, left, president of Westinghouse Electric Supply Co., New York, and past president of NAED, congratulates his successor, W. G. Peirce, Jr., right, president of Peirce-Phelps, Inc., Philadelphia, and newly elected president of the National Association of Electrical Distributors.

IES Elects New Officers

◆ THE Illuminating Engineering Society, 51 Madison Ave., New York, has announced the election of new officers to take office October 1, 1950.

Walter Sturrock, newly elected president, has been associated with the General Electric Company since 1916, active during this whole period in the development and application of improved lighting standards, especially in business office and industrial installations. A Fellow of the IES, Mr. Sturrock has served on many of the Society's committees for over 25 years, and was national secretary for two years before his election as vice-president in 1948.

Walter Sturrock

Other officers elected are: vice-president, E. M. Strong, Cornell University, Ithaca, N. Y.; treasurer, R. F. Hartenstein, Ohio Edison Co., Akron, Ohio; general secretary, A. H. Marwaring, Philadelphia Electrical & Mfg. Co., Philadelphia, Pa. Directors: L. A. Hobbs, Sinsat-Holman Co., Inglewood, Calif.; Roy A. Palmer, Duke Power Co., Charlotte, N. C.

New regional vice-presidents to be installed in October are: Great Lakes Region, F. C. Winkler, Westinghouse Electric Corp., Cleveland, Ohio; Midwestern Region, Charles N. Laupp, Wisconsin Electric Power Co., Milwaukee, Wisc.; Northeastern Region, R. G. Slauer, Sylvania Electric Products, Inc., Salem, Mass.; Pacific Northwest Region, K. E. Hollingsworth, Puget Sound Power & Light Co., Seattle, Wash.; South Pacific Coast Region, C. O. Martin, Benjamin Electric Mfg. Co., San Francisco, Calif.

The Illuminating Engineering Society is a nationwide technical organization founded in 1906 for the advancement and dissemination of knowledge in the lighting field. Membership comprises 7,000 illuminating engineers and lighting specialists. It is the only national organization in the field whose entire resources are devoted to the advancement of the lighting art. The organization includes many local chapters.

Shown with Shreveport's new Adequate Wiring Bureau license are four members of the supervisory committee. Left to right are Al Wheeler, Frank Camus, Wilson Turner, and V. W. Willoughby.

Shreveport Creates Adequate Wiring Bureau

Members of the electrical trade in Shreveport, La., concede that two years of talking about it preceded definite action on adequate wiring, but when these members united on the project the result was presentation of an adequate wiring bureau license on May 10.

Their first meeting was March 15, and the second meeting was called less than a month later before license No. 51 in the United States was handed over.

Among those who devoted considerable time and effort to the project were Frank Camus, contractor; Wilson Turner, appliance dealer; V. W. Willoughby, of the Southwestern Gas and Electric Company; Al Wheeler, of the Graybar Company; and George Seaman, Jr., manager of the North Louisiana chapter, NECA.

Some of these continue in service on the supervisory committee for the Greater Shreveport Adequate Wiring Bureau. Mr. Turner, who is president of the Electrical Appliance Dealers Club of Greater Shreveport, Inc., is chairman. Mr. Camus represents contractors. Mr. Wheeler represents wholesale electric supply dealers, and Mr. Willoughby represents the utility. Clarence Gibson, representing home builders, is also a member.

As one of the interested parties explained, the two years of talking accomplished nothing, and in Shreveport there was a situation in which, if a washing machine did not function, the appliance dealer would blame the house wiring of the power company.

This undesirable condition proved to be a stimulant, as did the aggressiveness of Marshall, Texas, a vigorous community 30 miles to the west of Shreveport, but much smaller. Shreveport electrical industry principals decided that if Marshall could get an adequate wiring bureau, Shreveport certainly could. And did.

A meeting in Marshall, attended by some of the Shreveport people, may have been the turning point. There the Shreveporters saw Fred Suddath, contractor, in action. Mr. Suddath is chairman of the electrical mod-

John A. Reed, merchandise sales manager, Southwestern Gas and Electric Co., presents Shreveport's Adequate Wiring Bureau license to Wilson Turner, head of the appliance dealers, center, and George A. Seaman, Jr., NECA chapter manager.

ernization and adequate wiring committee for the East Texas chapter of NECA, and he had spearheaded the Marshall drive for adequate wiring.

Southeastern Utilities Plan Expansion Program

◆ According to a recent survey by the Southeastern Electric Exchange among its member companies, with the addition of the Duke Power Company, the southeastern utilities have set upon a $1,220,820,000 expansion program for the five-year period 1949-1953.

Over $300 million was spent during the past year with more than $300 million to be spent during 1950 and almost $620 million slated for building purposes from 1951-53. To meet the ever-growing needs of the region over 2,300,000 kilowatts of generating capacity is to be added by these companies during the years 1950-1952.

The survey further showed that during this past year 13,350 miles of rural lines were built by these companies to serve 131,874 customers and for the year 1950 more than 10,000 miles are scheduled to be built to reach some 96,402 new customers.

The report revealed that residential load growth among the companies had made tremendous progress in recent years. The leading companies with the largest average annual residential consumption as of December 31, 1949, being: South Carolina Power Company, 2510 kwh; Carolina Power & Light Company, 2497 kwh; Georgia Power Company, 2417 kwh; and Duke Power Company, 2315 kwh.

The Florida Power & Light Company has the highest saturation in electric ranges and water heaters with the South Carolina Gas & Electric Company being the leader in electric refrigeration. Companies with the highest saturation are:

Ranges: Florida Power & Light Company, 38.9 per cent; Florida Power Corporation, 36.4 per cent; Georgia Power & Light Company, 35.2 per cent; and Georgia Power Company, 34.5 per cent.

Water Heaters: Florida Power & Light Company, 37.0 per cent; Florida Power Corporation, 34.6 per cent; Georgia Power & Light Company, 26.2 per cent; and Georgia Power Company, 21.4 per cent.

Refrigerators: South Carolina Electric & Gas Company, 90.0 per cent; Savannah Electric & Power Company, 85.1 per cent; Florida Power & Light Company, 83.9 per cent; and Potomac Edison Company, 83.6 per cent.

EEI Survey Reveals Power Reserve Figures

◆ "A full year ahead of schedule, we have reached our goal of an average of 15 per cent reserves of power production capability in the United States," Elmer L. Lindseth, president of the Edison Electric Institute, said recently in announcing results of the 7th Semi-Annual Power Survey conducted by the Institute's Electric Power Survey Committee. New construction in progress will maintain and bolster these reserves, he added.

Earlier surveys of the Committee indicated that the average reserve generating capacity for the country as a whole would reach 15 per cent in 1951. The seventh survey just completed shows a margin of 9,117,000 kilowatts, or 15.6 per cent, for 1950.

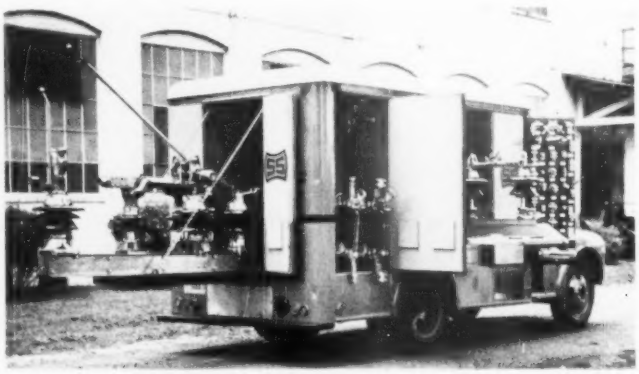
The actual margin of reserves in 1949 was 7,664,000 kilowatts, or 14.2 per cent, the survey showed.

Only in two major areas and some localized areas will the estimated reserve figure for 1950 be below the 15 per cent mark—in the Pacific Northwest where a margin of 5.9 per cent under median hydro conditions is anticipated, and in the Southeast where a figure of 8.2 per cent is expected. Only in the Northwest in case of drought is there any likelihood of a power deficiency requiring load curtailment. The present water conditions in that area are far above normal.

Mobile Display Unit Tours 48 States

◆ The second mobile display unit of the Southern States Equipment Corporation, Hampton, Ga., was sent on the road recently to demonstrate SS power transmission and distribution equipment to utility people throughout the Southeast and on up the eastern seaboard. The unit will eventually reach every state. Advance notices will announce its visit to each community.

The orange and green truck will carry a comprehensive selection of Southern States' newest equipment and samples of the



This orange and green mobile display truck will carry a comprehensive selection of newest equipment and samples of latest designs in many models of the Southern States Equipment Corp., Hampton, Ga. The firm manufactures power transmission and distribution equipment which will be demonstrated to utility people in the 48 states.

ANHYDREX INSULATION + NEOPRENE JACKET = 5-POINT PROTECTION for UNDERGROUND NETWORK CABLES

Anhydrex insulation. Neoprene jacket. Here's a combination that's hard to beat for all-around protection against the hazards that menace underground network cables.

It's exclusive in Simplex-ANHYDREX Cables, and it is their assurance to you of the always-reliable performance that network service demands. More than that, the Anhydrex-Neoprene team keeps down weight and diameter, provides excellent flexibility, does away with the need for duct lubricants, and facilitates jointing, tapping, and terminating, all of which add up to low-cost installation and maintenance.

Check the advantages listed here. See if they don't point to the trouble-free operation you're looking for. And if you would like more-complete information, including specification data, about ANHYDREX Underground Cables, just fill in and return the coupon below.

1. **Moisture Resistance**
   Rigid laboratory testing proves that Anhydrex insulation will not absorb harmful quantities of water. Throughout many years of service in underground and submarine installations no ANHYDREX Cable has ever failed due to water absorption.

2. **Resistance to the Acids, Alkalies, and Corrosive Chemicals Prevalent in Underground Ducts**

3. **Protection Against Oil, Heat and Flame**
   The neoprene jacket will not support combustion and it effectively resists deterioration by oil and heat.

4. **Elimination of Crystallization and Corrosion**
   Needing no outer metallic coverings, ANHYDREX Cables are not subject to electrolysis nor harmed by vibration, stray or secondary currents.

5. **Resistance to Abrasion and Rough Handling**
   The neoprene jacket is unexcelled for toughness; will withstand even more abuse than the best natural rubber compounds.

Simplex WIRES & CABLES

SIMPLEX WIRE & CABLE CO.
79 Sidney St., Cambridge 39, Mass.

SIMPLEX WIRE & CABLE CO.
79 SIDNEY ST., CAMBRIDGE 39, MASS.

GENTLEMEN: PLEASE SEND A COPY OF CATALOG 1013 TO:

NAME _____ TITLE _____

COMPANY _____

STREET _____

CITY _____ STATE _____

latest designs in many Southern States models. An automatic switch - operating mechanism makes possible push-button control of one of the SS switches in the display.

Field engineers Thomas H. Ellison and Thomas D. James, Jr., will take turns accompanying the unit, and each will be joined by a sales representative for the area in which the unit is traveling.

Included in the display on the new mobile unit will be the new Type 57HP high pressure side break group operated disconnecting switch; the Type WAG rotating blade vertical break high pressure group operated disconnecting switch in two ratings: 23kv, 2000 amp, and 115 kv, 600 amp; Types TR-1A and RU-1A tilting insulator group operated switches; Type PBO, PR, and PG hookstick operated disconnecting switches; a group of power fuses and cutouts in various ratings and including the PE-33 porcelain enclosed cutout; a fused gap arrester; connectors and bus support clamps; and a Type TMS-V motor mechanism.

Above is one of a pair of unusual display and demonstration coaches, each designed to provide 40 feet of display panels which will carry a wide range of Square D equipment. An experienced Square D field engineer travels with each coach and acts as official guide to demonstrations and explanations.

Square D Display Coaches Begin 37-States Tour

◆ A PAIR OF unusual display and demonstration coaches, "The Detroiter" and "The Milwaukeian," have started rolling on a tour which will cover 37 eastern, midwestern, southern, and northern states. Through these coaches, S — D will present its complete line of electrical distribution and control equipment to electrical distributors and contractors, architects and builders, and large industrial plants.

Each of the coaches has been designed to provide 40 feet of display panels which will carry a wide range of Square D equipment. Safety switches, multibreakers, industrial circuit breakers, panel boards, and various types of duct will be among the equipment manufactured by the Detroit division of Square D. Pump control, timers and relays, contactors, limit switches, manual and magnetic starters, control stations, and control centers will represent equipment manufactured by the Milwaukee division.

An experienced Square D field engineer travels with each coach, serving as "official guide," demonstrating devices, explaining new design features, and discussing specific applications.

Frank Roby, Square D's general sales manager, indicates that this program of touring display coaches is one part of an overall educational program aimed not only at the users of Square D equipment, but to those who sell it.

Sylvania To Build Oklahoma Plant

◆ A PROGRAM to expand substantially its radio tube manufacturing facilities during the next six to nine months to meet the continuing higher demand has been initiated by Sylvania Electric Products, Inc., according to an announcement by H. Ward Zimmer, executive vice-president.

First step in that program is the immediate construction of a new plant in Shawnee, Okla., which when completed around the first of next year will have a capacity of more than a million radio tubes per month.

C. W. Hasterman, formerly manufacturing superintendent of the Sylvania plant at Huntington, W. Va., will be manager of the new plant, which will cover 50,000 square feet and will employ between 400 and 500 persons. Investment in the Shawnee plant will be in excess of $1,500,000.

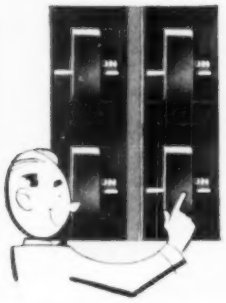
This will be the first Sylvania plant in the Southwest and marks a continuation of the company's program of decentralization.

◆ WILLIAMSON & WILMER, 617 Mutual Building, Richmond, Va., has been appointed sales representative for the Kühlman Electric Company, Bay City, Mich., in the state of Virginia and portions of North Carolina and South Carolina.

The section to be covered in North Carolina includes all of the state except the territory served by the Duke Power Company and the Mill Power Supply Company. In South Carolina, Williamson & Wilmer will cover the area served by the Carolina Power & Light Company.

Pushmatic® Electri-Centers . . . first in circuit protection and control

- Simplest switching!
- Surest protection!
- Most flexibility!
- Fastest delivery!



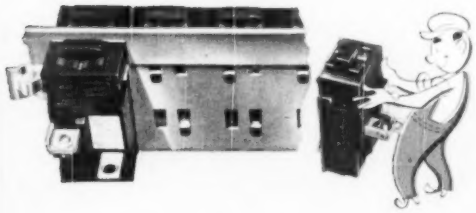
Push—it's ON!

Push—it's OFF!

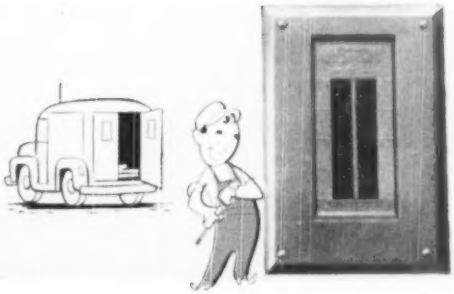
Push—it's ON again!

Simplest switching. Easy as ringing a doorbell! Push of finger switches the current either ON or OFF. If Pushmatic is automatically tripped by short or overload, just push and service is restored. No bothersome resetting by hand . . . no fuses to buy. Only Pushmatic offers simple push-button switching.

Surest protection. Pushmatics operate with split-second precision when overload or short occurs. Automatic tripping is entirely independent of manual operation. For installations subject to unusual temperature variables, Ambient Compensated Pushmatics carry 100% of their normal rating at any ambient temperature between 30°F. and 150°F.



Most flexibility. Compact Pushmatics are identical in size and contour, regardless of rating or type. Each unit can be quickly, easily inserted or removed from a panel without disturbing other units. Units may also be interchanged any time to meet changing electrical requirements.



Fastest delivery. From their adequate stock of interchangeable Pushmatics and basic Electri-Centers, local Distributors and Contractors can make prompt deliveries to meet your specifications. There's a Pushmatic to meet every load condition: THERMAL-MAGNETIC and THERMAL-MAGNETIC with exclusive AMBIENT COMPENSATING FEATURES. Ratings of 15, 20, 30, 40 and 50 amperes, 1 pole, 120 V., or 2 poles, 120-240 V., A.C.

BULLDOG

Pioneers in flexible electrical distribution systems

BULLDOG ELECTRIC PRODUCTS COMPANY

DETROIT 32, MICHIGAN • FIELD OFFICES IN ALL PRINCIPAL CITIES

IN CANADA: BULLDOG ELECTRIC PRODUCTS OF CANADA, LTD., TORONTO

See Pushmatic before you specify or buy any circuit breaker

NAMES IN THE NEWS

Directors of the **Georgia Power Co.** recently created the new position of assistant secretary of the company, naming **Edward C. Hammond**, of Athens, to the post.

Power company president **C. B. McManus** also announced the following promotions in the operating department:

J. F. Pennington, general superintendent of transmission and distribution, to operating manager.

R. O. Conwell, system operator, to assistant operating manager.

C. M. Wallace, Jr., Atlanta division sales supervisor, to assistant to **J. M. Oliver**, vice-president in charge of operation.

A. H. Wade, Jr., assistant system operator, was promoted to system operator.

Mr. Hammond, whose appointment is effective immediately, has been with the company since 1924. He has moved through a series of promotions to his new position. A native of Americus, he is a graduate of Georgia Tech and a veteran of World War II.

Mr. Pennington, with the company since 1918, is a native of Hartwell. He has worked his way up from substation construction helper.

Mr. Conwell, coming to the Georgia company from Alabama Power, started in 1929. He is a native of Oakman, Ala., and a graduate of Alabama Polytechnic Institute.

Mr. Wallace joined the company as a student engineer in 1928. A Georgia Tech graduate, he is a veteran of World War II.

Mr. Wade, formerly with Florida Power and Light Co., came to the Georgia firm as an apprentice electrician in 1936. He also is a Tech graduate and served in World War II.

•

W. B. Farnsworth, merchandise manager of the **Georgia Power Co.**, has been appointed assistant to the president of the company, **C. B. McManus**, president, has announced.

Mr. Farnsworth will fill the vacancy caused by the recent death of **Charles S. Hammond**.

Mr. Farnsworth is a native of Memphis, Tenn., and a graduate of Georgia Tech. He joined the Georgia Power Co. in 1945 as a buyer in the purchasing department.

He has held supervisory positions in the company's Macon, Augusta and Rome divisions, was appointed assistant merchandise manager in 1934, and became merchandise manager in 1941.

Howard J. Wilson, assistant merchandise manager of the **Georgia Power Company**, was appointed merchandise manager recently to succeed **W. B. Farnsworth**, it was announced by **C. B. McManus**, president. Mr. Farnsworth was recently appointed assistant to the president.

R. L. Brooks, commercial sales supervisor, was promoted to assistant merchandise manager.

A native of Monticello, Ga., Mr. Wilson joined the Company in 1929 as a salesman in Atlanta and in 1936 became division senior salesman. After serving as appliance department manager at Davison's for more than a year, he returned to the Power Company in 1939 as director of sales training. He was made assistant merchandise manager in 1946.

Mr. Brooks is a native of Atlanta and joined the Power Company in 1928 as a salesman in the commercial department. He was made division commercial senior salesman in 1935 and commercial sales supervisor in 1944. He was one of the founders of the Georgia Frozen Foods Locker Association and is a member of the National Frozen Foods Locker Association.

•

A. A. Togesen has been elected to the position of vice-president in charge of sales, according to announcement by **William H. Frank**, president of **BullDog Electric Products Company**.

A. A. Togesen

As head of the Sales Division, Mr. Togesen succeeds **J. J. Mitchell**, who will devote his entire attention to assisting the president in administrative and public relations functions.

Mr. Togesen has accumulated through the years a wealth of knowledge concerning the electrical business by working as a practical electrician, contractor, consulting engineer, electrical distributor, manufacturers' representative, and in sales administrative capacities for electrical distributors and manufacturers. He joined the BullDog organization in 1937 as a Special Engineer. In 1945 he was appointed sales promotion manager, in 1948 sales manager.

•

National Electric Products Corp., Pittsburgh, has created within its sales organization a southeastern region and has named **Walter J. Barnes** as the regional manager.

In making this sales territorial change, **R. C. Bennett, Jr.**, vice-president and sales manager, said the region was established to give customers a faster and more consolidated service.

Walter J. Barnes

Mr. Barnes has been manager of the company's Atlanta district sales office. In that capacity he also has supervised sales of the company's wire, conduit, cables and raceways by the New Orleans and Birmingham district sales offices, and in the state of Florida.

The new southeastern region includes this territory, plus the area served by the Charlotte and Richmond district sales offices. The states of Virginia, N. & S. Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana and part of Tennessee comprise the new region.

Mr. Barnes has established regional headquarters in the National Electric office at 310 Walton Building, Atlanta. He is a veteran in the company's sales organization, having joined National Electric in 1934.

•

Slater Electric and Manufacturing Company, Inc., of Woodside, N. Y., has announced the appointment of **Jack E. Olson** as assistant to the president.

Mr. Olson was formerly associated with the Plastic Wire and Cable Corporation of Jewett City, Conn., as assistant to the sales manager for four and a half years. He assumed his new position with Slater Electric on March 13.

Effective as of the same date, Slater

Electric announces the appointment of **Charles R. Beitner** as sales engineer. Mr. Beitner is a graduate of Stevens Institute of Technology and heretofore has been a Slater salesman covering the territory of Northern New Jersey.

•

Appointment of **W. C. Busbin** as Carolinas district sales promotion manager for the **Westinghouse Electric Supply Company**, 324 N. College St., was announced by **S. R. Clark**, district manager.

In this capacity, Mr. Busbin will direct promotion of home appliances, electric apparatus and supplies throughout North and South Carolina.

A native of Spartanburg, S. C., Mr. Busbin was district lamp supervisor before this new appointment.

•

John M. Archer, Jr., has been elected president of the **Nantahala Power & Light Company**, succeeding the late **J. E. S. Thorpe**. Headquarters of the company, a wholly-owned subsidiary of **Aluminum Company of America**, are at Franklin, N. C.

Mr. Archer, a native of Tennessee, has been associated with Alcoa and its

John M. Archer, Jr.

subsidiaries for twenty-four years. He attended the University of Tennessee and joined the Tallassee Power Company at Santeetlah, N. C., in 1926. He first joined the Nantahala Power & Light Company in 1929 as local agent at Andrews, N. C. He was transferred to Franklin in 1936 as manager of operations. Since 1947, he has been vice-president and a director of the Nantahala company.

•

J. T. (Tom) Kelly has been appointed Eastern Division manager for **Bull-Dog Electric Products Company**, succeeding **H. H. Benfield** who recently resigned.

Mr. Kelly joined the BullDog sales force twenty-five years ago. For the past fifteen years he has been district manager of the Philadelphia territory.

As Eastern Division manager, Mr. Kelly will be responsible for the supervision of all BullDog sales personnel in Maine, Vermont, New Hampshire,

9 pound **Hypress** exerts 9 ton pressure

You'd naturally expect this superior indent tool from the originators of Hydent indent connectors—Burndy! 19 inches long, light weight, handy to operate, this fully insulated hydraulic Hypress (Y34A) delivers up to 18,000 pounds of pressure with automatically controlled depth of indentation. Assures strong, efficient electrical connections every time.

BURNDY

ELECTRICAL CONNECTORS

why use two men
to carry one 8-ft. lamp . . .
when one man can
carry eight 4-ft. lamps?

Guth 4-ft. SLIMLINE

has all the advantages
of the 8-ft. lamp—
but scaled down to human, handy size

Easier Service and Maintenance
ONE MAN . . . can carry it, relamp it
mount it, maneuver it

- No starters — no starter trouble
- Virtually same lumen output per foot as 8-ft. lamps
- Easier to store
- Safer—safety codes in large national organizations require 2 men to handle anything longer than a man's height

Available in every 2 or 4 — 40W fluorescent fixture in the complete GUTH line. For full details, call your nearest GUTH Resident Engineer or write today for Bulletin 871-D

Guth LIGHTING

THE EDWIN F. GUTH COMPANY / ST. LOUIS 3, MISSOURI

Leaders in Lighting since 1902

391

Massachusetts, Rhode Island, New York, Pennsylvania, Maryland, Virginia, New Jersey, North Carolina and Delaware.

•

A retirement, an appointment, and a transfer in the **General Electric Lamp Department's** sales district management were announced by **Fred F. Harroff**, G-E vice-president and lamp department general manager.

George O. Hodgson, who will retire,

Willard S. Hemker

effective July 31, from his position of manager of the Rocky Mountain Sales District, with headquarters at Denver, Colo., after having completed 41 years of continuous service with the company, will be succeeded by **James P. Rogers**, manager of the Virginia Sales District.

Willard S. Hemker will become manager of the Virginia Sales District, with headquarters at Richmond, Va.

•

George Welman, electrical engineer, and chief electrical inspector for the **Louisiana Rating and Fire Prevention Bureau**, of New Orleans, passed away on June 12.

Mr. Welman had held the same position with the Bureau for 44 years, and during that period became recognized as an outstanding authority on electrical safety and the application of the National Electrical Code.

Before becoming associated with the Fire Prevention Bureau, Mr. Welman served as an electricial engineer for an American company in South and Central America, where he helped install electrical systems in many towns.

Mr. Welman was a most active member of the International Association of Electrical Inspectors, and was honored at a special dinner meeting recently in New Orleans, when he was presented with an Honorary Life Membership in the IAEI.

He was one of the "Pioneers of the Electrical Industry"—a New Orleans group, and the author of numerous articles on electrical safety and Code matters.

Check
YOUR NEED...

WE'LL SHIP...WITH SPEED!

DO YOU NEED

ACSR CONDUCTORS?

Sizes 4 ga. to 2,000,000 cir. mils.

AND DON'T FORGET

GALVANIZED STEEL STRAND

All grades, sizes and construction —in coils or reels.

WHAT ABOUT

COPPER WIRE AND CABLES?

—Bare and weatherproof. Sizes 14 ga. to 2,000,000 cir. mils.

HOW MANY & WHICH

ACSR ACCESSORIES?

Armor Rods, Twisting Joints, Flat Aluminum Tape, Tie Wires, Clips Clamps, Dead Ends.

Check your requirements—and place your order. Our trucks deliver in the Southeast within 48 hours. Write, Telegraph, or Telephone Your Order—In Five Minutes, it is Rolling.

SOUTHERN QUALITY
MEETS EVERY TEST
Phone 7-3325

SOUTHERN SERVICE
EXCELS THE REST
P. O. Box 989

Southern Electrical Corporation

CHATTANOOGA, TENNESSEE

NEW PRODUCT NEWS

Circlite Fixtures

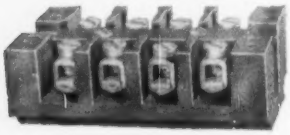
AVAILABLE FROM the Circlite Corp., 118 So. Clinton St., Chicago 6, Ill., is a complete line of Circline fixtures. These fluorescent units come in both flush mounted and recessed styles, and instant start or conventional starter types.

Included in the line are an economy fixture for flush mounting only, a ceiling fixture, a recessed ceiling fixture, and a two-lite ceiling fixture.

•

Terminal Blocks

THE NEW solderless type "Bepco" molded terminal block, manufactured by Buchanan Electrical Products Corp., 1290 Central Ave., Hillside, N. J., is said to eliminate the need for wrapping wires around studs or applying terminals to wire ends as is the case with most screw type blocks.



The new terminal blocks are provided with compression type solderless units, each capable of receiving wires from No. 16 to 6 AWG. Typical combinations which may be accommodated by a single terminal are two No. 10, two No. 12, or two No. 14, one No. 12 with one No. 10, one No. 12 with one No. 14, etc.

Attachment of the wires to the block is accomplished by tightening the screws after insertion of the stripped wires. These blocks are rated at 35 amperes—600 volts, and are available in 4, 8, and 12 circuit sizes. Screw-on covers are available.

•

Instant Starting Ballast

A NEW "Trigger-Start" ballast for instant starting operation of residential fluorescent lighting has been announced by General Electric's Specialty Transformer and Ballast Divisions, Schenectady 5, N. Y.

The new ballasts are designed to operate the standard 20-watt fluorescent lamps and the standard 32-watt circline fluorescent lamps. Starters are not required, and lamp starting, insofar as the eye can detect, is instantaneous.

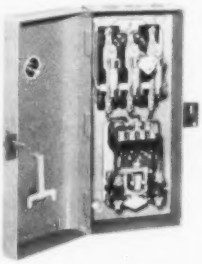
This instant-start characteristic is obtained by cathode heater windings which heat the cathodes to the point where the open circuit voltage of the ballast is sufficient to strike the arc.

Listed by Underwriters' Laboratory, the new "Trigger-Start" ballasts can be used in a wide variety of household lighting fixtures, such as circline ceiling fixtures, bathroom brackets, etc. They are designed for single-lamp operation only.

•

Combination Starters

WARD LEONARD Electric Co., Mount Vernon, N. Y., announces their newly designed Bulletin 4120 A. C. Combination Magnetic Starters with Disconnect Switches—fusible and non-fusible type. These new compact motor starters are for industrial and commercial use where a magnetic full voltage starter coupled with disconnect means at starter location is preferred over separately mounted components.



Starters with fusible disconnect switches fulfill N.E.C. requirements for motor branch circuit over-current protection, disconnecting means, motor running over-current protection and motor starter. Non-fusible starters meet these same requirements except for motor branch circuit protection. Components conveniently arranged in NEMA Type 1 General Purpose Enclosures are internally pre-wired and completely accessible.

Starters feature: front operation, maximum safety, simplified installation, thermal overload protection, high arc interruption capacity, provision for padlocking in "On" and "Off" position and interlock protection in "On" position.

•

Swivel Connector

REMCRAFT PRODUCTS, of Cleveland, Ohio, is manufacturing a new swivel connector, designed to permit electrical connections to rotate freely and continuously, right or left, without interruption of current flow or contact.

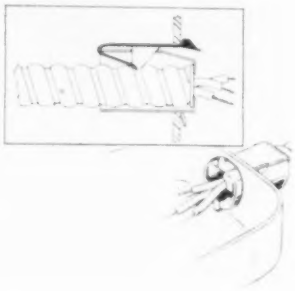
The swivel itself, listed by the Underwriters' Laboratories, is simply a connector which can be locked in position and which houses a continuous electrical circular contact.

The swivel connector is made in various shapes and sizes and standard threads for two-, three-, or four-wire circuits. Units are made of aluminum, cold rolled steel, stainless steel, naval brass, commercial brass, bronze or any specified metal.

•

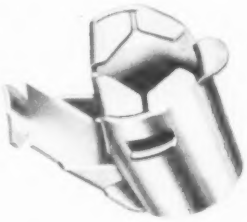
SnapX Cable Connector

AN ENTIRELY new armored and non-metallic sheathed cable connector which requires no tools for installation has just been announced. Called SnapX, the connector is made of steel; has a double acting spring clip that holds the cable and grips the outlet box; requires no nuts, screws or lock-nuts for installation.



The cable is inserted into the connector body, the spring clip compressed and connector snapped in the box knockout—an operation that takes approximately 8 seconds.

Other reported features: connector is vibration resistant and easy to stock since two types accommodate cable sizes ranging from two No. 14 to three No. 12 armored or non-metallic sheathed.



This new cable connector is manufactured by Brieger Method Tool Company, Galva, Illinois.

•

Kuhlman Transformers

THE AVAILABILITY of porcelain enameled tanks for distribution transformers 10 through 25 KVA has been announced by the Kuhlman Electric Company, Bay City, Michigan.

Kuhlman claims exceptional long-life and durability for its porcelain enameled tanks, a field it pioneered before the war. At that time a high percentage of the company's distribution transformer production was with enameled tanks, a figure that has enabled Kuhlman to lay claim to the fact that its porcelain enameled transformers now have a total of over one million years of successful service record.

Porcelain enamel, unlike paint which merely covers the tank surface, is actually fused with the metal by the high heat of the baking process. This means that even though the enamel be gouged by severe usage, surfaces cannot rust or corrode. Where the ordinary tank surface must be regularly repainted, Kuhlman porcelain enameled tanks, the company says, completely eliminate the need for all future refinishing.

Kuhlman is backing its porcelain enameled tanks with a life-time guarantee against corrosion—the first time such a guarantee has ever been made by a manufacturer in the history of the transformer industry.

•

Quikheter Improved

Two IMPORTANT changes in the Quikheter have just been announced by the Frank Adam Electric Company, 3650 Windsor Place, St. Louis 13, Mo., manufacturers of this electric, built-in type wall heater.

The Quikheter previously operated by an independent wall switch, is now made with a built-in switch to reduce the time and cost of installation. This new feature still permits the use of thermostatic control where desired.

Also, the improved Quikheter, previously available only for 120-volt service, is now made for 240-volt service as well as 120-volt at no increase in cost.

•

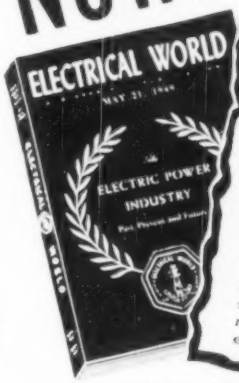
Octagon Outlet Box

A NEW 3¼ in. "Redege" octagon outlet box is announced by National Electrical Products Corporation, Chamber of Commerce Bldg., Pittsburgh 19, Pa. Designated as catalog No. 2963, the box is equipped with two all-purpose clamps to accommodate armored cable, non-metallic sheathed cable, and flexible tubing in connection with open-type wiring.

The new 3¼ in. outlet box is 1½ in. deep, is made of fourteen-gauge formed steel electro-galvanized throughout, and is approved by the Underwriters' Laboratories, Inc. It replaces ten previously listed outlet boxes and supports the program of box simplification in the electrical industry.

Box No. 2963 comes with four cable knockouts and one ½-in. knockout in the back. There are two ½-in. conduit knockouts, one on each of two sides. No fixture stud is provided, but the ½-

NOW! the transformer of the future

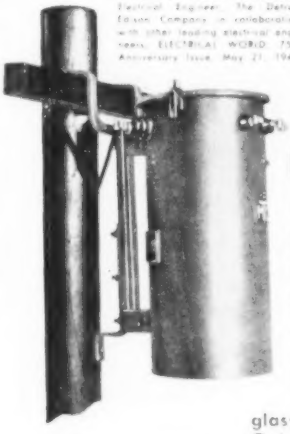


FUTURE POSSIBILITIES

. . . It is to be expected that such activity (improvements) will continue in the future. Much of it can probably not be foreseen at this time. There are a few items, however, which might be mentioned as either distinct possibilities or highly desirable.

There is considerable promise of the production of a dry-type distribution transformer for pole top installation. The advantage will be less weight and lower maintenance. It seems possible that on such a transformer the case might be reduced to a minimum or perhaps be eliminated entirely.

Excerpt from "Distribution Trans. formers" by Howard F. Sayre, Chief Electrical Engineer, The Detroit Edison Company, in collaboration with other leading electrical engineers. ELECTRICAL WORLD, 75th Anniversary Issue, May 21, 1949



Currently available in sizes to 100 KVA, voltages to 5000 V.

AIR COOLED TRANSFORMERS EXCLUSIVELY
1 to 2,000 KVA up to 15,000 Volts to meet individual Requirements
- DISTRIBUTION
- GENERAL PURPOSE
- UNIT SUBSTATION
- PHASE CHANGING
- ELECTRIC FURNACE
- RECTIFIER
- WELDING
- MOTOR STARTING

Write for Bulletin #49-ACO

MARCUS
DRY TYPE AIR COOLED DISTRIBUTION TRANSFORMERS

Months before the publication of this excellent article on distribution transformers, Marcus, a pioneer in the field, announced a new line of *all purpose* dry type distribution transformers for indoor or outdoor service.

The complete absence of hazardous oil or toxic liquid affords safety never before realized. Superior Class B and C heatproof insulation, such as fibreglass, mica, porcelain, new Johns-Manville *Quinterra*, etc., results in overload capacities unobtainable with Class A oil filled units. The entire transformer element is seal protected against oil, acids, moisture, etc., and is housed in a sturdy, scientifically ventilated, weather proof case which conforms with all applicable EEI-NEMA construction standards. This extremely versatile transformer can be used outdoors, pole or platform mounted or indoors at the load center, mounted wherever convenient with no expensive fireproof vault required.

COMPETITIVE PRICES — GOOD DELIVERIES

NEMA

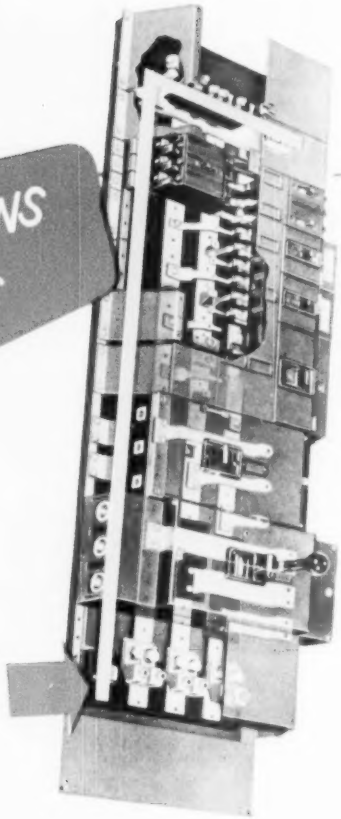
Sales Representatives:
W. E. HOLIMAN COMPANY
Houston 1, Texas
•
L. MORRIS LANDERS COMPANY
Atlanta 3, Georgia

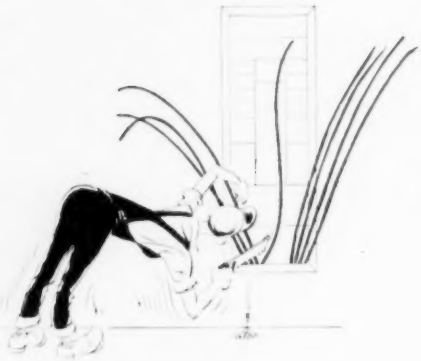
MTC
MARCUS TRANSFORMER CO.
INC.
38 MONTGOMERY STREET
HILLSIDE 5, NEW JERSEY

PIONEERS IN THE FIELD OF AIR-COOLED TRANSFORMERS

YOU CAN BE **SURE**.. IF IT'S
Westinghouse

FAST INSTALLATIONS CUT JOB COSTS





Eliminate Cable Waste

...with NEUTRAL BAR EXTENSIONS

You're cutting your profits when you pull extra footage of main feeders to reach the neutral bar . . . footage that usually ends up as scrap when final connections are made.

Eliminate this cable waste by using Westinghouse Nofuze Convertible Distribution Panelboards. A built-in neutral bar extension makes it possible to locate all feeder terminal connections (including neutral) at the same end of the panel.

This is but one example of many cost-saving features found in Westinghouse panelboards. Combined with timesaving features and top-quality construction, Westinghouse gives you a superior panelboard that costs less . . . when *all* the bills are in. Next time, be *sure* about savings. Specify Westinghouse!

Descriptive bulletin 30-930 contains complete information. Call your nearest Westinghouse office or write Westinghouse Electric Corp., P. O. Box 868, Pittsburgh 30, Pa.

J-93455-A

Westinghouse

PANELBOARDS

in knockout in the back may be opened for a stud to be applied on the job. Model 2963-FS has a factory applied fixture stud, otherwise it has identical features of No. 2963. Both models are shipped 50 to a standard package.

National Electric No. 2963-BHS outlet box duplicates No. 2963, except it is mounted on a 15/16-in. offset bar and is shipped 25 to a standard package.

•

Fluorescent Fixture Tester

A NEW FLUORESCENT Fixture Tester called the Flur-Test has been announced by Ideal Industries, Inc., 1017 Park Ave., Sycamore, Illinois.

This new pocket-size tester quickly locates the trouble and indicates whether it is in the circuit, starter, or the tube. It will save the time involved in trial-and-error method of replacing starters and tubes or both. If the fixture circuit is dead, you will know it immediately without running through the whole routine of tube and starter replacement. No more endless trips up and down ladders for bulbs and starters.

The Ideal Flur-Test simply fits into starter socket to make all three tests. Two models are available: one for fixtures with 15 to 40 watt tubes and one for fixtures with 85 to 100 watt tubes.

Where the starter socket is concealed behind fixture tube, an extension adapter is used to provide clearance.

■

Advance Ballasts

TWO NEW BALLASTS have been announced by Advance Transformer Co., 4122 W. Catalpa Ave., Chicago 40, Ill. One of these, a new Slimline E.T.L. approved ballast available for 200 and 430 m.a., permits each lamp to operate independently of the other. Thus, if a failure should occur in one lamp, the other lamp will continue to supply light at the maximum efficiency. This permits lamp change-over at the user's convenience.

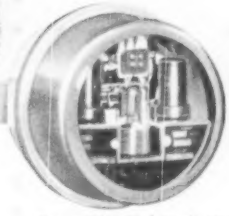
These ballasts are not only mechanically efficient, the manufacturer reports, but they are light weight for easy handling and insure economical operation.

The other new ballast announced by Advance is a new instant start ballast

Fisher-Pierce Photoelectric Controls

CUT COSTS

STREET LIGHTING



Series 61500 50 Amp. Contacts

Fisher-Pierce Photoelectric lighting Controls have a continuous record of low-cost service by more than 600 electric utilities in more than 17,000 installations.

Fisher-Pierce should be on *your* "Standards" list. Controls for examination and test can be shipped immediately from stock.

Approved by street lighting engineers and maintenance men throughout the world, Fisher-Pierce units offer a simplified Photoelectric relay for control of multiple or series street lighting systems. Fisher-Pierce controls give you long tube life (20,000 hours or more), easy servicing, (plug-in chassis construction), *no resetting after power interruptions*. In other words, exceptionally *low maintenance costs*.

Series 61500 5 Amp. Contacts

Models available for direct-connected lamp loads up to 3000 watts, for pilot-wire relay systems, and oil-switch controls for series systems.

Ask for Bulletin 63300

The FISHER-PIERCE COMPANY, INC.

5 CEYLON ST., BOSTON 21, MASSACHUSETTS

for two 48-inch T-12 lamps. This ballast is said to be the first of its kind to meet the growing demand for improved fixture design.

•

Slimline Fixtures

The new C-496 instant-start Slimline fluorescent lighting fixture is one of a group of four new commercial-type units announced by Sylvania Electric Products Inc. These fixtures, which

come in both four- and eight-foot lengths and with either two or four fluorescent lamps, have been designed primarily for lighting impulse merchandise sold in self-service grocery, drug and department stores. As with its three companion fixtures, the eight-foot- four-lamp unit can be mounted in continuous rows to form unbroken lines of light.

All-Angle Fuse Puller

For use in removing or inserting fuses and opening or closing disconnects and fuse clips, an improved design of their All Angle Fuse Puller is manufactured by the A. B. Chance Co., Centralia, Mo. A disconnect prong at the

top of the jaw makes the Fuse Puller a double duty tool. The jaws of the puller are rubber padded to protect fuses.

Jaws can be set at any angle within a 180-degree arc by tightening a wing nut. When wing nut is not tightened, the puller is self-aligning, changing its angle to conform to the position of the fuse. The tool is made of heat treated aluminum alloy, mounted on a high grade Sitka spruce pole, voltage tested to withstand 75,000 volts per foot. It is furnished complete in 6-foot, 8-foot or 10-foot pole lengths.

•

Pocket Volt-Ammeter

A new Amprobe model is now available from Pyramid Instrument Company, 49 Howard St., New York 13, N. Y.

This new model, A-5-1, is the third to be added to the series of the extraordinarily small, pocket size volt-ammeter. Like the first two, it has seven ranges: 6.5/13/26/65/130 amperes and 150/600 volts. The two original models, A-5 and A-6, are 6.5/13/26/65/130 amperes and 130/260 volts and 10/25/50/100/250 amperes and 150/600 volts, respectively.

These volt-ammeters are designed specifically for maintenance men, engineers, electricians, and motor repair and service shops. Small as they are—7⅛ inches long by 2-9/16 wide by 1⅛ inches thick—the split-core transformer will handle conductors up to 1⅛ inches in diameter. The transformer core is permanently insulated with a molded plastic cover capable of withstanding 5,000 volts, a-c.

•

Insulated Switch Box

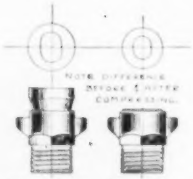
An insulated switch box for new work has been announced by Union Insulating Co., Inc., Parkersburg, West Virginia. Designated as No. 7050-C, this box is designed for convenient mounting to side of studding. No supporting straps are required. The mounting bracket has sharpened tips which permit temporary positioning on studding before nailing.

These Bakelite boxes are suitable for use with non-metallic sheathed cable, covered neutral, non-metallic water-

DESIGN tells the story!

TAPERED BUSHING CONNECTORS . . . *Engineered to Hold and Seal Tighter!*

Doubly effective because as the M & W patented tapered bushing is pressed into place, equal pressure is exerted around full cable circumference. Automatically compensates for cable size differential—secures contractors of long-lasting, dependable installations.



Write for latest catalog on the complete M & W line

Electrical Fittings
The M. & W. ELECTRIC MFG. CO., Inc.
EAST PALESTINE, OHIO

proof cable and open wiring. The boxes are 2 inches deep, have two knockouts in each side and end of 21/32-inch diameter, have one knockout in bottom of 7/8-inch diameter; and have tapped top holes to accommodate all standard receptacles, switches, etc.

•

Porcelain Lampholders

THE BRYANT Electric Company, Bridgeport 2, Conn., announces a new line of porcelain lampholders which will simplify the stocking problem in that one device may be used for either 3¼ inch or 4 inch boxes.

Holes are molded in the base for use when mounting on four inch boxes; removable knockouts are provided to permit mounting on 3¼ inch boxes.

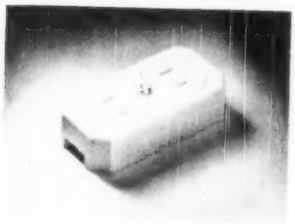
Available in keyless, No. 5228, and pull type, No. 5288 with chain and cord and No. 5287 with chain and insulator.

The interiors of the pull type being removable are readily attached to even the shortest leads. Leads of ordinary length are easily attached without removing the interiors.

•

Duplex Surface Outlet

LATEST WIRING DEVICE manufactured by John F. Paulding, Inc., New Bedford, Massachusetts, is a first quality duplex surface outlet.



Designed for easy mounting, this new outlet has large headed terminal screws which make wiring fast and easy. Two double-spring phosphor-bronze clips assure positive contact. There is an extra knock-out that can be easily removed for wiring in series.

To mount, simply remove cover from the front. Inside are tabbed wood screws which fasten the rigid metal baseplate to the mounting surface.

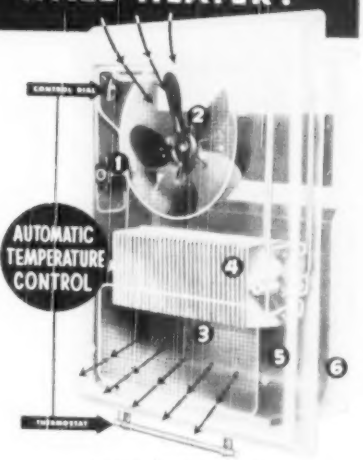
NEW AUTOMATIC, ALL-ELECTRIC

ELECTROMODE

DOWN-FLO WALL HEATER!

World's Safest Heater with Lifetime Heating Element

1. 100% AUTOMATIC CUT-OFF safety switch prevents overheating.
2. QUIET, LONG-LIFE MOTOR gives silent operation.
3. EXCLUSIVE DOWN-FLO HEATING provides maximum heat distribution from floor to ceiling and eliminates wall smudge.
4. EXCLUSIVE LIFETIME HEATING Element has no exposed wires . . . no danger of fire, shock or burn.
5. ATTRACTIVE SILVER-GREY FINISH blends with home furnishings.
6. AS EASY TO INSTALL as an outlet.



Approved by Underwriters' Laboratories

There's Nothing Like ELECTROMODE HEAT!

BUILDERS and contractors are earning extra dollars by actively recommending and installing Electromode all-electric heat. Consumers say there is nothing like it for economical home or industrial heating.

Electromode Heaters are ideal for homes, offices, apartments, cottages, auto courts, etc. They are being sold and installed in old and new homes everywhere. In Chattanooga, Tenn., over 5000 homes are completely heated by electricity and in Nashville over 6,000. Dealers report thousands of homes in all parts of the country are now or soon Electromode Heaters for complete or auxiliary heating.

Wherever heat is required quickly at lowest possible cost without plumbing or duct work and without disturbing the central heating system, Electromode is the answer.

AUTOMATIC DOWN-FLO WALL MODELS [illegible]

AUTOMATIC WALL TYPE BATHROOM HEATER [illegible]

Electromode makes a full line of all-electric fan-circulating heaters for cottages, business and farm. Electromode Heaters are nationally advertised and available through leading electric wholesalers.

ELECTROMODE All-Electric HEATERS

FREE CATALOGS!

ELECTROMODE CORPORATION DEPT. ES-70
45 Crouch St., Rochester 3, N. Y.

Please send domestic and industrial heater catalogs together with full technical information.

NAME _____
TITLE _____
ADDRESS _____
YOUR WHOLESALER _____

When the wiring is completed, the cover is easily replaced.

Enclosed in strong, high impact, high dielectric, molded plastic, the outlet is available in brown or ivory. It is ideal for home or office use as a table tap or as an additional outlet.

•

Slimline Fixtures

METALCRAFT Products Company, Inc., 306-308 Cherry Street, Philadelphia 6, Pa., manufacturers of fluorescent lighting fixtures, announces its new "Dreadnaught" Series of 2-lamp slimline fixtures. This newest development in a wide line of fluorescent fixtures for commercial and industrial establishments, incorporates high efficiency lighting, compact, streamlined design and sturdy construction with the extremely versatile turret socket. These sockets permit the use of 120, 200, 300 and 430 ballast and are adaptable to either T-6, T-8, or T-12 single pin (slimline) lamps.

The "Dreadnaught" fixtures — now available in seven different sizes—are finished in white plastic-base enamel, sprayed while hot and then infra-red baked, to provide more uniform coverage, better bond and higher reflectance. Decorative end plates are of specially plated aluminum with attractively embossed design.

Contractors Can Sell

(*Continued from page 29*)

will spring into the eye of almost any prospective home buyer when he learns that a house is electrically outfitted to provide future as well as present convenience.

Secondly, adequate wiring adds to the builder's reputation by proclaiming his progressiveness and responsibility. Goldsmith points out to the builder that he can easily add the comparatively small additional cost to the price of the house. Wiring above minimum standards, explains Goldsmith, is insurance for the builder that he will not be harrassed by buyers who blow fuses by suddenly loading a branch circuit with several new appliances.

One real estate agent who has handled the sale of houses in which Goldsmith has installed adequate wiring testified for AW. The agent said that the AW certificate is "not quite as valuable as a trunkful of gold coins in the attic," but that "buyers look on adequate wiring as a very important item in the house." A particular sales point which the agent found effective was the larger number of receptacles in a house wired for adequacy.

Goldsmith finds that the couple building a home for their own occupancy offers the greatest resistance to his adequate wiring proposals. "The little woman is hard to convince that she may someday want to change the furniture around from the way she has it arranged in her mind. She has decided the beds will go here, the multi-light floor lamp there, and that's that!"

To people who build for themselves and who do not appreciate the benefits of extra circuits, switches, and outlets, Goldsmith points out three reasons why adequate facilities are desirable:

(1) Additional facilities cost much less if installed at the time the house is under construction.

(2) There is so little difference between the cost of wiring according to the local code and the cost of adequate wiring that it pays to invest the additional amount and get the benefits of an adequate electrical system.

(3) In case the home is ever sold, the certificate issued by the Adequate Wiring Bureau will help bring a higher price for the house.

One good reason why the Decatur contractor goes down the line for adequate wiring is that it cuts call-backs on jobs completed down to zero. "Occasionally," says Goldsmith, "I get call-backs after a fuse blows in an overloaded circuit wired according to minimum standards. But I have not had one single call-back after installing a system according to adequate wiring specifications."

Also on the creative selling side, Goldsmith reports that he has had considerable success selling kitchen ceiling and wall exhaust fans along with new wiring jobs. He explains to the builder or occupant that the most economical time to put in such a fan is when construction is under way, not after it is completed. He points out that the fan eventual-

it pays for itself by drawing out greasy cooking fumes that would otherwise begrime the ceiling and walls, thus incurring redecorating.

An electrician before the war, Goldsmith opened his own contracting business shortly after returning from a 26-month tour of duty as an electrician with the Seabees in the Pacific.

AW Sign on New Homes

(Continued from page 28)

petitors credit for more rapid advance of the program in recent years. One competitor in particular, the McClure Electric Company, of Dallas, is designated by Werry as having contributed substantially to education of the public. A few years ago the McClure Company did the wiring on another residential development and through that project made a lasting impression on the thinking of a great many prospective home buyers, says Werry.

These prospective buyers and owners are getting a liberal education on adequate wiring through the medium of the new Dallas construction project, thinks Werry.

"A good many home owners and prospective buyers now know what AW means," he pointed out, "but it is also true that a great many have no conception of the meaning.

"The latter, however, are learning fast. Often a home buyer inquires of us if it will be permissible to use a washing machine or range in the new home.

"That gives us an opportunity to call attention to the fact that the house contains adequate wiring. Adequate wiring means, we continue, that there is a range circuit and five other circuits, with circuit breakers instead of fuses. And that that and other houses, most of which have attic fans, are equipped with wiring that will accommodate all large home appliances. Also, that one or more tons of air conditioning can be added to the load.

PRECISION BUILT

CUTOUT BOXES
JUNCTION BOXES
WIRING TROUGHS
TELEPHONE CABINETS
WEATHER-PROOF CABINETS
WEATHER-PROOF SEAM WELDED JUNCTION BOXES & FLOOR BOXES
PEDESTALS & FLOOR BOXES
TRANSFORMER CABINETS
SPECIALS TO CUSTOMERS REQUIREMENTS

by
METAL FABRICATING SPECIALISTS

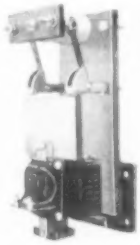
B & C METAL STAMPING CO.

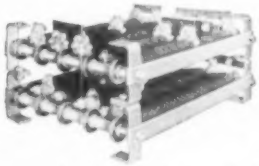
NEW ADDRESS — 590 MEANS STREET N. W. — ATLANTA, GA.

Look To Monitor *for* QUALITY MOTOR CONTROLS

MONITOR has been a pioneer in the manufacture of motor controls since 1888. MONITOR Controls have proved their dependability by rendering long years of uninterrupted service in scores of installations all over the country. That's the reason that MONITOR rates high with men who know what a big difference modern, advanced design of motor control equipment can make in operating costs.

High Voltage High Frequency Contactors designed primarily for high frequency switching from a remote control point. Can be used with any high voltage cold break application — A.C. or D.C.





Resistors — Edgewound, Hexwound and Smoothwound types

The MONITOR CONTROLLER CO.
Braintree 84, Mass.

REPRESENTED BY
B. S. WOODMAN
1570 Northside Ave.
Atlanta, Georgia

L. L. ROUSSEL
112 E. Livingston Pl.
New Orleans, La.

LYNN ELLIOTT CO.
122 M & M Building
Houston 2, Texas

"SHERCO"
Staple
Says . . .

"I'm no Gadabout . . . when you drive me home, I'm there to stay! . . . thats because my *round legs* and *serrated sides* hold fast!

For *Goodness* sake, insist on Genuine SHERCO Staples, packed clean and dry in plain or Hot Dip Galvanized Finish.

Write for full particulars on other Electrical Fastening Devices.

Distributed through Electrical Wholesalers.

SHERMAN MFG. COMPANY, INC.
St. Louis, Mo.

Extraordinary
SERVICE
Priceless Yet Costs You Nothing!

Getting exactly "What you want, when you want it" may be worth thousands of dollars to you in emergencies. Yet this service is yours for the asking at SOUTHERN CARBON BRUSH. Whether your order is "emergency" or routine, you'll be pleased with our results.

Manufacturers of Carbon, Graphite and Metal Graphite brushes for motors, generators and rotary converters. Single phase motor brushes, carbon contacts for elevators and switchboards, flexible braided shunts for controls and switchboards. Bunting bronze bearings, Safe-T-Mike Capacitors, Ideal Industries, Inc. maintenance equipment.

SOUTHERN CARBON BRUSH COMPANY, Inc.

Birmingham 1, Ala.
P. O. Box 1710
7 18th St., S. W.
Phone 8-6515

St. Louis 1, Mo.
P. O. Box 4535
110 S. 9th St.
MAin 4060

"The uninitiated are highly pleased to learn that adequate wiring means the home is wired for all these appliances. There is no question in my mind but that such instances are having excellent results in education of the public to the value of adequate wiring. I happen to know that this project has thoroughly sold a number of housewives on adequate wiring, and when a housewife is 'sold,' she becomes a voluntary missionary."

Mr. Werry was himself sold because he has never known or heard of a home owner being dissatisfied with adequate wiring in the home. Some balk at first because of the cost, but later they come around and in glowing terms, express their happiness with adequate wiring.

The Dallas project is known as Marsh Lane addition and the houses built and being built therein—generally five room brick or combination brick-wood exterior—each stand behind an AW sign erected by the Dallas adequate wiring committee.

Builders are George F. Mixon and Howard W. Gideon, for whom Werry has served as electrical contractor for years, and A. W. Lamb.

Remote Control

(Continued from page 33)

patcher faced the location of line crewmen when there was a message from either a customer or the switchboard operator. If the incident occurred during normal working hours, the service crews might be scattered many miles and minutes away from the troubled circuit.

There would be no electricity along the whole circuit, perhaps, until the line crews could perform the trial-and-error task of opening and closing the switches to isolate the damage. After a half hour's travel to the power line, it might take that much longer to find the fault. Manual operation of the switches, a radio message to the dispatcher relayed to the switchboard operator were time-eating procedures.

Utilizing motorized switches from the central station, the trouble at Markham and Pearl had been isolated within five minutes. Customers all along the troubled circuit were enjoying electricity except for those users served by the isolated segment between two motorized switches.

Here are the remote maneuvers by the dispatcher in that case, typical of many that are handled within minutes with the remote system. Push-button procedure at the dispatcher's room opened a switch at Second and Park. Then the circuit was re-energized at the power house. Service was restored to that point, more than two pole-miles from the central station. Hundreds of electric customers never knew that their service had been interrupted for only three minutes.

Next switch to be operated by the dispatcher was one at Markham and Elm, some four-pole-miles distant. Then an automatic oil circuit breaker at the substation at the far end of the circuit was closed, restoring service to all customers served by lines radiating from the sub-station. Servicemen were dispatched to the troubled line by radio. They had replaced the bad switch within 16 minutes, and the whole circuit again was carrying power.

This same operation without the motorized switching units and remote-control system may have required from 40 minutes to an hour, in the opinion of Roscoe A. Williams, assistant distribution superintendent.

Labor Saving Welding

(Continued from page 31)

let box at an additional savings in materials.

First step in the operation was to drill a circular hole in the cellular steel floor. Next, two studs were end welded directly to the floor panels. The connector plate at the top of the fixture was then slipped over the studs. Nuts tightened over the studs hold the fixture securely in place. Chan-

SLIMLINE & FLUORESCENT BODIES

STA-BRITE FLUORESCENT MFG. CO.
325 NW. 22nd Lane, Miami, Fla.

nels in the steel floors served as wireways.

In a third typical use of stud welding in the installation of electrical equipment, studs are used to fasten hanger rods in place for fluorescent lighting fixtures. The studs are welded to the ceiling or floor beams at the rate of approximately 20 an hour, and the hanger rods are then threaded onto the studs. All work is done from one side, without damage to the material or machinery on the floor.

In addition to these inside uses, stud welded fasteners are equally applicable to outside installations. Conduit and fixtures for storeyards or outside night lights can be speedily erected with the Nelson gun, following methods similar to those used on inside applications.

Now widely approved by leading manufacturers as a recommended method for applying all types of roofing and siding materials and as a time- and cost-saving production tool, the stud welding gun is also a handy maintenance item. One large public utility company found that stud welding was an easy, speedy method of fastening lightning arrestors to pole-mounted distribution transformers. After the threaded studs had been welded to the tank, brackets for the arrestors were slipped over the studs and held in place with nuts.

Far from being a capital investment item, the stud welding gun and associated equipment is available on a rental basis through local distributors, thus enabling contractors to speed their work and realize the cost savings inherent in this new method of fastening during periods as short as one week.

Electrical Safety

(Continued from page 35)

ing Electrical Equipment in Textile Mills." This manual does not in any way supersede the requirements of the National Electrical Code. Its prime purpose is to acquaint those in the electrical and textile industries with the essential factors which we consider necessary to provide a reasonable measure of fire safety from electrical causes in cotton mills. (Copies of this booklet are available now, and may be obtained free of charge by writing to the Factory Insurance Association, 1218 Johnston Bldg, Charlotte, N. C.)

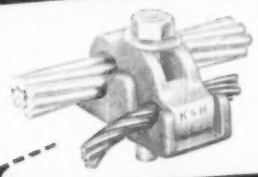
Improving Relations

(Continued from page 27)

architect or industrial and commercial user the contractor's price on fixtures, thus preventing the contractor from making a profit on the sale, or it prevents him from selling the fixtures. On the other hand, the contractor that secures the job with fixtures specified without a profit will try to substitute in order to make a profit. This naturally incenses the wholesaler, who also loses the sale.

A price differential for the contractor and adhered to by the wholesaler would eliminate much of this trouble. It would give the contractor a chance to sell the fixtures to the consumer at the same price that the consumer could buy them direct. Such being the case

HERE'S A CONNECTOR



THAT LINEMEN LIKE . .

UNIVERSAL Tap Connector
Made in 3 Surface Finishes

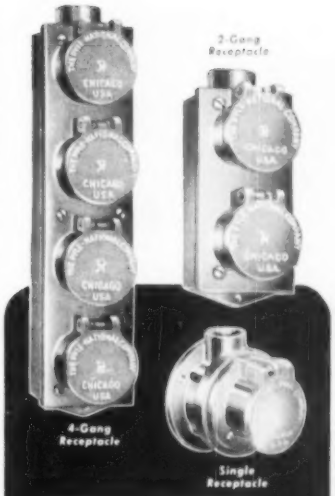
Approved by Engineers and Contractors doing R E A work

Effectively used as guy line ground, or transformer and lightning arrester connection to A.C.S.R. or copperweld conductors where the diameter may be from 8-A copperweld to .595" A.C.S.R. armour rods.

ADAPTABLE TO A WIDE RANGE OF USES

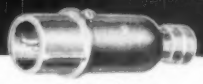
WRITE FOR BULLETIN 8-A

KRUEGER & HUDEPOHL
Subbolton Terminal Lugs and Connectors
VINE AT THIRD-E.S. • CINCINNATI 5, OHIO



GENERAL PURPOSE

Plugs and Receptacles



Fusible Plug

Fuseless Plug

For Portable Electrical Equipment

An extensive line of plugs and receptacles with cast metal housings and round prong contacts of rugged construction to withstand hard use and abuse in industrial plants. Fusible and fuseless plugs provide circuit breaking and disconnect service. 1, 2, 3, 4, 5 and 6 pole types available in 30 amp. 125 Volt DC. 250 AC ratings, 60, 100 and 200 amp. ratings up to 600 volts for disconnect service. Also many special types for varied applications.

Consult your Pylet Catalog 1100, Bul. 1140-3, for complete listings.

CONDUIT FITTINGS • FLOODLIGHTS

SINCE 1897

THE PYLE-NATIONAL COMPANY

1354 N. Kostner Ave., Chicago 51, Ill.

there would be no incentive for the contractor to want to make a substitution after he has secured the contract. (Refer to rule No. 3 in our Trade Policy.)

Substitution of fixtures on a job is a practice that all chapters should try to stamp out. A closer examination of this practice discloses that many times the substitution approved does not achieve the desired results.

There is a vast difference between a manufactured fixture and an assembled one. The saving in price on the substitute is often overcome by the additional labor cost in assembling the fixture while hanging. Labor costs are high and should be taken into consideration before suggesting a substitute.

Poor quality ballasts and starters often found in substitutes result in numerous call backs to make the fixture work. These items are not usually considered in calculating labor costs for hanging fixtures, and poor quality fixtures create additional labor expense.

It is also important that the photometric diagram be consulted when offering a substitute, for unless the completed job has the desired lighting effect the blame will be placed upon the shoulders of the contractor.

We have four points to be taken into consideration in a co-operative plan of selling commercial lighting fixtures:

1. The architect or engineer should not permit substitutions on jobs already let.

2. The wholesaler should sell to the consumer at the consumer price only.

3. The contractor should bid his job on the fixture specified and not use a lower bid with the hope of substituting so as to make a profit.

4. The manufacturers should establish a price list with the wholesaler that provides for a price differential for the contractor over the consumer.

The Mitchell Manufacturing Company, of Chicago, Illinois, recently published a price list for part of their line which they Fair Traded. This policy has been received with great favor by our contractors as a step in the right direction, but close examination shows that only the resale price to contractors has been Fair Traded. However, the price list printed for the wholesaler shows an electrical contractor's price and a commercial and industrial user's price which is very helpful.

The Nashville Chapter sent me to visit Day-Brite Lighting, Inc., and Edwin F. Guth Company, both of St. Louis, Missouri, with a view of discussing possible trade policies. I was more than welcomed by these large fixture manufacturers and I divided a whole day between them. The marketing situation was thoroughly discussed and much of the material already discussed was substantiated.

YOUR KEY TO BETTER SPLICES

The tape with the yellow core made by OKONITE
SOLD ONLY THROUGH RECOGNIZED WHOLESALERS

Ask for them by name...

Panther and Dragon
friction and rubber tapes

ABSORBS VIBRATION

NEW
Neoprene Pad Brush
cuts
BRUSH REPLACEMENT

FOR MOTORS SUBJECT TO OUTSIDE VIBRATION, here's a new Helwig-Speer development that gives you longer brush life, better motor performance, less commutator grinding. The spring hammer rides on a Neoprene pad that absorbs all vibration, saves spring fatigue, reduces sparking. Write for new Catalog 95. Or call your nearest Helwig office.

SOUTHERN OFFICES
Atlanta ... 316 Walton Bldg. Ja. 7202
Oklahoma City ... 323 NW 2nd St. Tel. 2-6891
Houston ... 3101 Chenevert, CH. 4-6549
St. Louis ... 1913 Washington Ave., CH. 6510
El Paso ... 708 N. Piedras St. Main 7645

HELWIG CO., Carbon Products
Makers of Multiflex and Transert Brushes

STA-BRITE SETS THE PACE
★ IN THE SOUTH ★
If it's fluorescent
MAKE IT SLIMLINE
STA-BRITE FLUORESCENT MFG. CO.
325 NW 27nd Lane, Miami, Fla.

NON-METALLIC — BX. & GROUND WIRE
931-V

SERVICE ENTRANCE CAP
1819

Sold Thru
Your Local Wholesaler

ATLANTIC CONDUIT FITTINGS CO.
BOSTON, MASS.

These manufacturers agree that a resale policy should be established to encourage the sale of electrical fixtures by the contractor and to provide a margin to cover the servicing of these fixtures after they are installed.

There are two schools of thought in establishing resale price differentials. One is a discount scale on a list price and the other is a specific price list showing contractor prices and consumer prices. Which policy is the better can only be determined by time. The main point is to have each manufacturer and wholesaler establish a definite policy for each line he is offering.

Our suggested policy of discounts is as follows:

Contractors—50%
Manufacturers and Industrial —40%
State Governments—40%
City Governments—40%
Schools and Colleges—40%
Commercial—30%
Individuals—25%

Under this policy any purchaser can buy where he sees fit and any manufacturer or distributor can sell where he sees fit. The part of the policy which especially concerns electrical contractors is the price. Every sale to a consumer, regardless of the quantity purchased, should be at a price which would have permitted a contractor to have made the sale in the same quantity at the same price with a profit. We can hardly expect to receive a compensation which we do not earn. The laws of economics like the laws of nature are harsh and cruel, but they are fair and show no partiality. No business concern and no industry can survive unless it performs at least as well as anyone else an economic function for which there is a public demand.

Now, in the laying down of the distribution policy that our association has proposed, we have not said to the manufacturer or wholesaler that he should not sell direct (if he wished) to a consumer, but we have said that if they wished to sell to a consumer, that they should sell at the consumer's price, and that a contractor selling the same consumer should be able to sell that consumer at the same price with a profit.

If that policy were maintained, we would soon get back to a condition where most of the selling to the consumer would be done by the contractor, for the reason that that would be the most economical method of distribution.

NECA recommends this distribution policy to the industry as sound and in the public interest. Any manufacturer who wants to do so, may legally follow it.

Effective Advertising

(*Continued from page 25*)

knowing. But from present indications, I believe television advertising is a well-paying proposition.

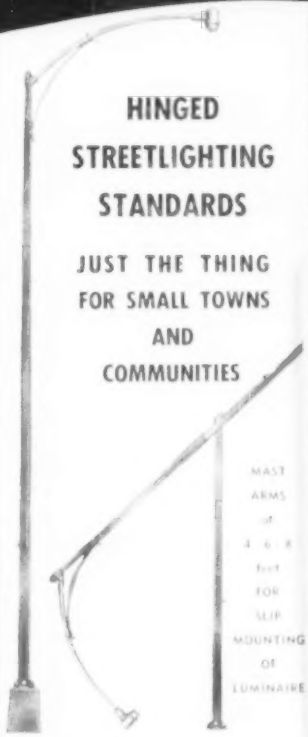
We plan to re-test the possibilities with another House Party near the end of our television contract, and will then decide whether we wish to renew it. We plan to have an organ, too, on that occasion, for a piano-organ duet by these same girls.

As to the cost of the program, television is new, and station managers are anxious to get advertisers. The television company, at their standard rates, made for us four one-minute films, one for each of our departments. We alternate these films, one a week for a month — the first showing our electrical appliance store; the second, our plumbing and heating; the third, our air-conditioning; and the fourth, our electrical contracting facilities and service department.

Since we sell the complete line of one manufacturer, that com-

ALWAYS SPECIFY THE BEST
WHITER THAN WHITE
ABOLITE Lighting
• Industrial
• Commercial . . . Floodlighting
• Pump Island Installations
The JONES METAL PRODUCTS CO.
WEST LAFAYETTE, OHIO
Sold Exclusively through Electrical Wholesalers

ANOTHER
Revere
ELECTRIC MFG. CO. CHICAGO
CREATION



ELIMINATE NEED OF EXPENSIVE MAINTENANCE EQUIPMENT — NO RISKY CLIMBING

LUMINAIRES CLEANED FROM GROUND LEVEL

STRONG, STURDY STANDARDS OF GRACEFUL DESIGN with and without sub-bases for transformers. Available in 3 heights to suit locality.

Write For Catalog

REMEMBER — REVERE OFFERS THE ONLY COMPLETE LINE OF GAS STATION — SPORTS — AIRPORT — STREET AND OUTDOOR THEATRE LIGHTING EQUIPMENT

REVERE ELECTRIC MFG. CO.
6005 BROADWAY CHICAGO 40, ILL.
LIGHTING EQUIPMENT FOR EVERY NEED

pany paid for half our television program, and the cost of their own one-minute film. Also since we sell various other brands of appliances and merchandise, we contacted representatives of those companies, who were glad to contribute a share to the cost of our films for the use of their names and merchandise used in the pictures. So all in all, even though the television company gets its full standard rates for a program, it is not necessary for any one firm to pay the total cost.

Another customer-drawing device we use is that of Musak Wired Music to help attract attention of passers-by and to identify the store. We subscribe to this service which is a loud-speaker at our entrance doors broadcasting semi-classical music all through the day. This comes by telephone, and is easily and economically installed by the telephone people.

Hostess Service Helpful

We also subscribe to the Merchants' Hostess Service. A hostess calls on each newcomer to the city with gift-certificates from the subscribing merchants which entitle the newcomer to a gift of nominal value when presented at the store. The hostess at the time of her visit makes notations on various remarks of the newcomer pertaining to the need of a new refrigerator, radio, house, car, or whatsoever. These items are listed and presented to the subscribing firm who is able to provide those particular items. We give light bulbs as our gifts, and have obtained many valuable leads from this service which has more than paid for itself.

But our best advertising, I would say, is giving as prompt and efficient service as possible, no matter how large or how small the job to be done or the item to be sold, and at a fair and reasonable price.

Last year we held a grand opening in our new ultra-modern building to celebrate the 40th anniversary of the firm. O. G. Watt, my father, founded our business primarily as a plumbing company, after coming to Tulsy Town, Indian Territory, to install the first bathtubs ever brought to Tulsa, about 45 years ago. In later years, he added air-conditioning, and then on my graduation from Oklahoma University in 1934 as Electrical Engineer, he authorized me to open up an electrical contracting and appliance department in connection with his store and shop.

In the 15 years I have headed this department, it has grown to be a considerable factor of the business, as we do all kinds of residential and commercial electrical installations, as well as sell practically every electrical appliance on the market today.

We have formed two corporations to handle our immense volume of business, one retail and one wholesale. O. G. Watt has recently retired, and my younger brother, J. Neal Watt, also a graduate engineer, was brought into the corporation as vice-president of the wholesale firm. Other officers of the company are Leonard Megee, an early partner in the business, and Edwin Jones, our chief engineer.

The five private offices are in a row along a mezzanine floor that extends across the rear wall of our building, to which access is gained by a broad stairway in the center of the room. Each office, and a general office and information room, are furnished with modernistic steel desks and chairs.

Building Features Products

Our building itself is unique, and said to be one of the most modern and up-to-date in the electrical and plumbing merchandising field, and only a casual glance around will reveal the most recent electrical applications put to practical use. For instance, in the two steps that lead upward to the showroom from the two main entrance doors, we have an electric eye chime system announcing the arrival of customers.

The building is heated with baseboard steam radiators, overhead blower type steam radiators, and in the offices, with auxiliary panel ray heat. The warehouse in the rear of the store is provided with electric motorized overhead doors.

At each entrance door, a loud-speaker plays semi-classical music all during the day. On the showroom floors is every conceivable type of electrical household appliance hooked up ready for demonstration. In our 20,000 square feet of floor-space, however, there is still plenty of room for display of plumbing and air-conditioning equipment.

BEACON
announces its new
SPECIAL CATALOG NO. 50
Fifty pages of the latest styles and designs in incandescent lighting
Write for your copy today!
BEACON LIGHTING PROD. CORP.
615 N. Aberdeen St. Chicago 22, Illinois
JACK L. KAPLAN President
HARRY W. ROTHENBERG Exec. Vice President

Handbooks of Adequate Wiring

Two valuable booklets available with Electrical South.

"Handbook of Residential Wiring Design" and "Handbook of Farmstead Wiring Design" summarizing the latest authorative information on adequate wiring systems, may be obtained with a three-year subscription to Electrical South at the special price of $2.50 for a limited time. Send name, address, and remittance at once to make sure of getting your copies.

ELECTRICAL SOUTH

806 Peachtree St., N. E. Atlanta 5, Ga.

NOW!

McGILL

Levolier

No. 41

GUARANTEED *Unconditionally*

** Levolier Model 41 6 Amp. "T" rated, 125 volt switch is unconditionally guaranteed when used in lighting circuits. In case of failures a new Model 41 switch will be furnished without charge.*

When you install Levolier Model 41 switches in lighting circuits, you've installed the switch that will not fail. No kickbacks or complaints. Just dependable, always-working performance. In fact, the patented Levolier action is so positive that the No. 41 is unconditionally guaranteed*. Thousands of Model 41's, in use for years, prove this true. The small, compact size makes it ideal for use in modern lighting fixtures, as well as for FHP motors.

A new Levolier Model 71—This 6 amp 125 volt, "T" rated switch has a molded plastic case less than 1/2" thick. Pressure connected six inch wire leads provide fast, easy installation.

Available From Your Electrical Wholesaler

For McGill Catalog No. 49 write to McGill Mfg. Co., Inc., 650 N. Campbell St., Valparaiso, Indiana

McGILL electrical specialties

ONLY McGILL MAKES *Levolier* SWITCHES

DIXISTEEL

HOT-DIP GALVANIZED GROUND RODS

5/8"x8'

The finishing touch to a first-class job

THE MARK of a good electrical job well done is a DIXISTEEL Galvanized Ground Rod.

Sharp-pointed for easy driving . . . hot-dip galvanized for positive protection against rust. 5/8"x8' size carried in stock. Other sizes available.

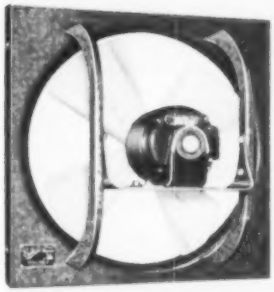
Write or telephone collect for prices.

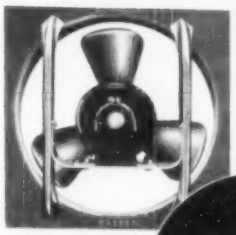
Atlantic Steel Company

MAKERS OF DIXISTEEL SINCE 1901

ATLANTA, GEORGIA

KEEP AIR *Fresh* with these "Buffalo" HIGH-PERFORMANCE FANS!





"Buffalo" FANS

EASILY SOLD, SERVICED AND INSTALLED —

Their record sells them for you! Throughout industry, thousands of "Buffalo" Disk Fans are doing a quiet, steady, ECONOMICAL job of MUCH-NEEDED VENTILATION! Their square panel construction makes them easy to install wherever you need to draw off fumes, heat, smoke, steam, stale air. First cost for these husky, efficient fans is low—and operating cost is almost negligible—two more big selling points for you! For small-area "spot" ventilation, the BREEZO, lower left, is ideal, while the Heavy-Duty Type "NV" Breezo, upper left, can handle up to 1/4" duct or other resistance.

Write for Bulletin 3222-F for complete details on these fast-selling "Buffalo" Fans.

BUFFALO FORGE COMPANY

510 MORTIMER STREET — BUFFALO, NEW YORK

Canadian Blower & Forge Co., Ltd., Kitchener, Ont.

Branch Offices in All Principal Cities

BREEZO FANS — BELTED VENT SETS

E BLOWERS — BELT-AIR FANS

ALL BUFFALO FANS CARRY THIS LABEL

"MY CUSTOMERS ARE MY BEST SALESMEN"

says John J. Rickert, V. P.
American Ventilating Corp.
27 Park Place, New York City

—another successful seller of American Blower Ventilating Equipment

"Time after time I've had folks come in and ask me to install an attic fan just like the one installed in a neighbor's house," says John J. Rickert. "Invariably, the fan they wanted was built by American Blower.

"After 18 years in the ventilating business, I'm convinced that in the long run it pays to sell and install quality products built and backed by a reputable manufacturer.

"And that's why I recommend American Blower Air Handling Equipment whenever I can. It's quality equipment, sensibly priced, easily installed, and carries capacity ratings that are accurate and Certified. A customer gets full value for his money."

If you're interested in building a better business where your customers are your best salesmen, sell American Blower Air Handling Products. Ask your nearest American Blower Branch Office for details.

AMERICAN BLOWER CORPORATION, DETROIT 32, MICH.
CANADIAN SIROCCO COMPANY, LTD., WINDSOR, ONTARIO

DIVISION OF AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

Packaged Ventura Attic Fan—Built for vertical operation in low bridge attics. Only 10 easy steps to install. Ratings are Certified. A real profit maker.

Model A Ventura Fans—Smartly styled. No exposed wiring. Smooth, easy-to-clean surfaces. Built in capacities from 1000 to 9500 cfm, free delivery 12 sizes.

Utility Sets—Fine as supply or exhaust fans in stores, schools, etc. Have Aileron Control for regulation of air flow. Capacities from 517 to 17,945 cfm at ¼" SP.

SELL QUALITY!

AMERICAN BLOWER

Air Handling Equipment

Serving home and industry AMERICAN-STANDARD • AMERICAN BLOWER
CHURCH SEATS • DETROIT LUBRICATOR • KEWANEE BOILERS • ROSS HEATER • TOHAMANSA IRON

RATING: Pull Chain-250W 250V; Keyless-660W 250V. Convenience Outlet 15A-125V or 10A-250V.

NEW

PAULDING WALL BRACKET FIXTURE . . WITH CONVENIENCE OUTLET

PAULDING NO. 1795 MOLDED PORCELAIN WALL BRACKET UNIT WITH CONVENIENCE OUTLET.

Completely wired and equipped with opaque glass shade and cadmium plated mounting strap for 3¼" and 4" outlet box or Gem X Box. Base 5½" x 5".

PAULDING

PORCELAIN PRODUCTS

are the best money can buy . . . regardless of price. The quality of interior parts and working mechanisms is proved by the fact that they stay working on the job long after others fail.

THE NEW PAULDING UNIT shown here meets a great and growing demand from Wholesalers, Contractors and Retailers everywhere. No. 1795 is ideal for residential, commercial or industrial installation in bathrooms, lavatories, over kitchen sinks, wash tubs, work benches, counters, tables, etc. Recommended for use wherever directed light and an extra outlet are required from the same box.

PAULDING OFFERS 4 TYPES of the fixture shown.

1795 — Pull Chain with Convenience Outlet.

1796 — Keyless with Convenience Outlet.

1797 — Pull Chain, No Outlet.

1798 — Keyless, No Outlet.

750 — Pull Chain Replacement Socket.

Quality construction throughout. Approved by Underwriters Laboratories. Sold only through recognized channels.

See the entire Paulding line of wiring devices and Kaolite fixtures.

Complete catalog available on request.

UNSURPASSED QUALITY . . . AT A COMPETITIVE PRICE

JOHN I. PAULDING, INC.

NEW BEDFORD, MASSACHUSETTS

QUALITY SERVICE SATISFACTION

ELECTRICAL SOUTH

July, 1950

This is one section of the current issue of Electrical South.

Appliance Section

Household and Commercial Appliances • Radio • Television

SPECIALTY ITEM STILL—A survey completed recently indicates that half of the home freezers sold in 1949 were sold through specialty appliance dealers. Saturation has reached a little more than 5 per cent of wired homes. The market is expanding but specialty promotion is required to build sales volume.

Owner experiences have uncovered some good selling information. Here's what they report: Fewer trips to the market—Food bill savings of $13 to $15 monthly—Enjoying better variety and quality of food—Out of season foods available—Convenience—Food available for emergency occasions—Ice cream always on hand.

•

IN THIS ISSUE:

Outside Selling Tips 74

Topping TV Objections 79

Housewares Demonstrations .. 85

Copyright, 1950

ELECTRICAL SOUTH, 806 Peachtree St., NE, Atlanta 5, Ga.

Sure, women are hard to please!

Sell MERTLAND and you sell satisfaction

Full details sent on request.
You can make more money with Mertland!

The **MERTLAND** Automatic Electric Water Heater Line is **COMPLETE** . . . a size and style for every demand. Round models 10 to 100 gallons, 35 and 45 gallon table tops. Every model built as you and your customers want it.

UL

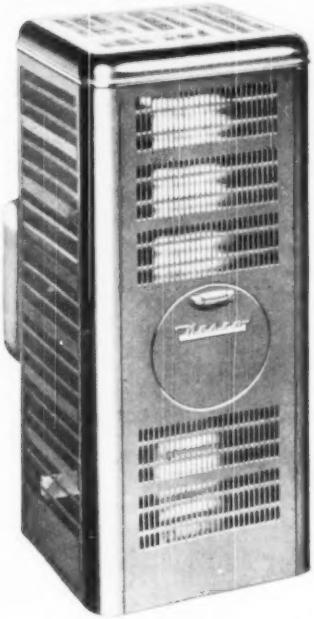
THE HEDGES LINE

M. M. HEDGES MANUFACTURING COMPANY, INC.
MEMBER OF NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION
CHATTANOOGA TENNESSEE

• WATER HEATER SPECIALISTS

WATCH NESCO FOR PROGRESS!

SELL NESCO FOR PROFITS!



NESCO FUEL OIL HEATERS

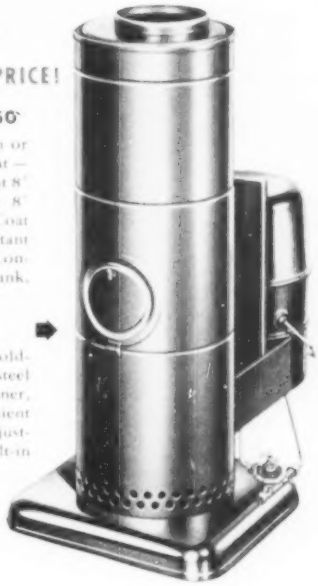
HIGH IN EFFICIENCY—LOW IN PRICE!

RADIANT CIRCULATOR NO. 750

The ideal heater for small home, cabin or service station. Produces 10% more heat—heats 10% more room space—than most 8" models. Outstanding features include 8" Breese Pot Type Burner, attractive Flo-Coat high-lustre mahogany finish, A.P. Constant Level Valve, Automatic Draft Control, Convenient Lighter Door, 3-Gallon Fuel Tank, Adjustable Leveling Screws.

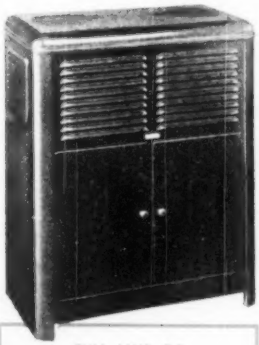
RADIANT HEATER NO. 700

Nesco's super-efficient successor to the old-fashioned "pot bellied" stove. Welded steel construction. 8" Breese Pot Type Burner, Accurate Brass Metering Valve, Convenient Lighter Door, 3-Gallon Fuel Tank, Adjustable Leveling Screws. Sub can has built-in Oil Screen.



UL

NESCO Cabinet Type Kerosene Heaters



FULL LINE OF ACCESSORIES TO MEET EVERY HEATING NEED!

These efficient Nesco Kerosene Heaters deliver quick, clean, healthful heat in any location. Both have Humidifying Pans, Adjustable Leveling Screws convenient tray beneath burners, non-tip support and a rich brown finish. Model 450 has two Nesco DUBL-HOT burners and Model 440 has one.

- **LOW OPERATING COST** Burns all day at a fuel cost of a few pennies.
- **QUICK, INSTANT HEAT** Cheerful warmth comes as quickly as you can strike a match and light burner.
- **NO FUEL CONNECTIONS** 100% efficient because no heat escapes outside.
- **MOVE ANYWHERE** Take it with you! Very light in weight . . . portable to wherever you want heat.

Contact your NESCO Distributor Today!

NATIONAL ENAMELING AND STAMPING COMPANY

EXECUTIVE OFFICES: 270 N. 12TH ST., MILWAUKEE 1, WIS.

Sales Offices: Merchandise Mart, Chicago • Candler Building, Atlanta • 200 Fifth Avenue, New York
Ambassador Building, St. Louis • Western Merchandise Mart, San Francisco

WE DARE THEM ALL

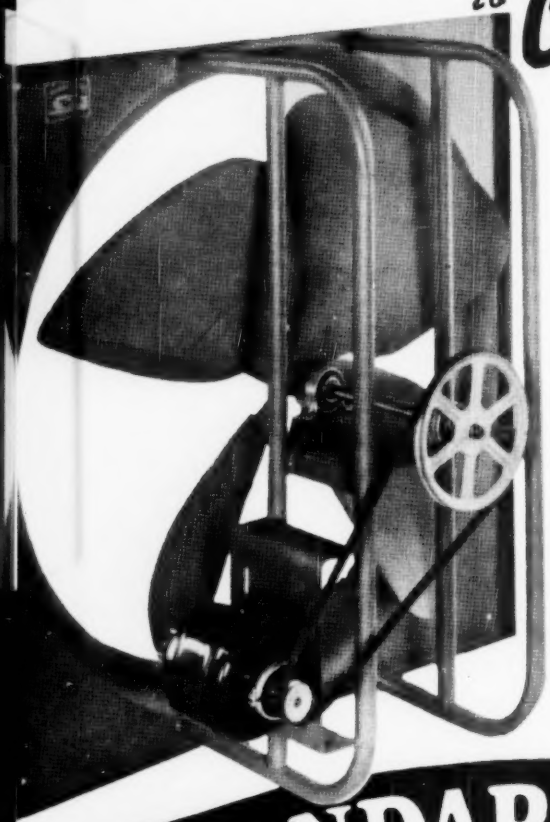
to Compare Price

STANDARD ELECTRIC PRICES ARE LOWER--STANDARD ELECTRIC QUALITY IS HIGHER

Make	A	$111.00	Make	E	$110.00	Make	J	$149.50
	B	106.00		F	137.50		L	94.50
	C	109.50		G	160.50		P	93.50
	D	101.00		I	197.00		S	115.00
							W	186.22

STANDARD ELECTRIC'S list price on a 30" fan only $79

to Compare Quality



STANDARD ELECTRIC QUALITY IS HIGHER
STANDARD ELECTRIC PRICES ARE LOWER

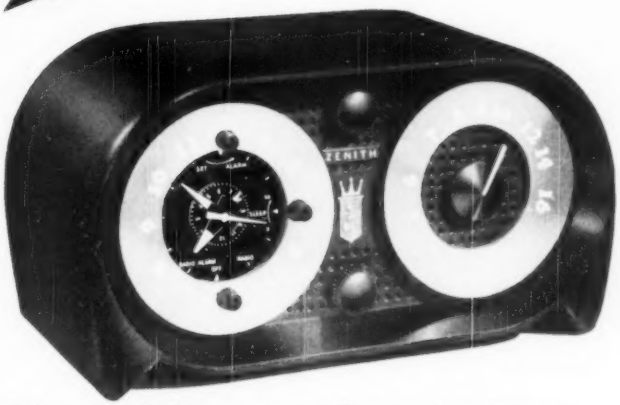
Compare Standard Electric fans with the highest priced on the market and you will agree that feature for feature Standard Electric belt drive fans are better made, more efficient, and longer lasting.

1. General Electric motors.
2. Choice of Randall or SKF ball bearings.
3. Wider, stronger, fan blades.
4. Beautiful Hammertone finish.
5. Heavy one-piece Venturi frames.
6. Double tubular supports.
7. More air per horsepower.
8. No dead center area.
9. Available horizontal or vertical construction.

STANDARD ELECTRIC

STANDARD ELECTRIC MFG. CO. • WEST BERLIN, NEW JERSEY

NOW is the time to cash in on ZENITH'S® sensational CLOCK-RADIO



A FINE RADIO
A HANDSOME CLOCK
A DEPENDABLE ALARM

this exciting new beauty is a SELLING SENSATION!

This ingenious new Zenith Clock-Radio is creating more excitement, curiosity and comment than any product you'll see in many a season! And for good reasons, too! There's no end to its uses—in kitchen, bedroom—in any room, it serves in dozens of ways to make living easier and more enjoyable. Provides superb AM listening . . . tells time, even in the dark . . . sings you to sleep . . . wakes you up . . . operates small appliances. Dealer after dealer reports unprecedented demand! Get Zenith's Clock-Radio and get new profits! Your Zenith Distributor has all the details.

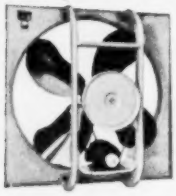
A display that RINGS THE BELL!

Shows the Clock-Radio—a few of the many things it will do. Colorful, eye-catching—a sure-fire sales-maker. Available now in limited quantities. Order from your Distributor today. No. R-013.

ZENITH
RADIO and TELEVISION
THE ROYALTY OF RADIO AND TELEVISION

ZENITH RADIO CORPORATION
6001 DICKENS AVENUE • CHICAGO 39, ILLINOIS

CHELSEA SERVES THE SOUTH!



COMFORT COOLER TYPE ED

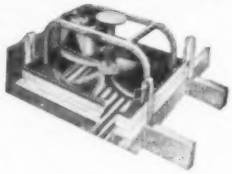
For homes, schools, churches, hotels and hospitals. Features large air delivery with low power consumption. Sturdy construction throughout with rugged all-steel welded frame.

Comfort Cooling and Ventilating for Factories, Foundries, Offices, Stores, Homes, Churches, Theatres, Institutions, etc.

. . . EFFICIENTLY AND ECONOMICALLY!

LIVE IN COMFORT—Cool, fresh air twenty four hours a day means health for the entire family. Chelsea Comfort Coolers expel hot stuffy air through attic windows or louvers, and provide a change of air per minute throughout every room. Chelsea features low installation cost, minimum operating costs and trouble-free service.

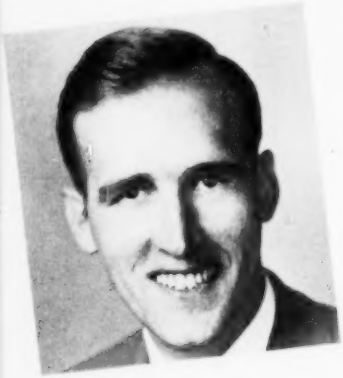
WORK IN COMFORT—Proper ventilation—with air free of steam, fumes, odors and dust—steps up plant efficiency the year round, and eliminates shut downs or work interruptions in hot weather. Customer comfort in stores, shops, theatres and hotels, means more traffic, more sales volume. All year ventilation in auditoriums, institutions, schools, churches, etc. is assured with Chelsea fan installations.



COMFORT COOLER TYPE EV

Designed for attics of low headroom, this spring mounted Chelsea package unit is complete with automatic ceiling louver brackets and springs, canvas boot, etc. Quiet in operation, economical to install. Sizes 24" to 48".

These Chelsea Representatives are ready to provide Proper Ventilation and Comfort Cooling All Year Round



GEORGE W. HENDRIX—Native of Georgia, educated Georgia Tech and Wheeler Business College. Three years in U. S. Army Air Force, business background with southern utility and factory sales agents prior to joining Chelsea as sales representative.

DISTRICT MANAGER
HENRY W. CLOWER—Native of Georgia, attended Tech High and Georgia Tech. Associated with the electrical industry since 1918, headed his own manufacturers' agency from 1931 until joining the Chelsea organization.

CHARLES K. RAMOND—Native of New Orleans, has three degrees from Tulane University and Georgia Tech. Appointed Assistant Administrator of National Resources Planning Board.

C. CARROLL NIEDRINGHAUS—Native of mid-west, educated in Michigan. Chelsea sales representative before serving in Armed Forces from 1941 to 1945. Resumed with Chelsea following discharge.

ARCHITECTS! BUILDERS!

. . . MAKE *CHELSEA* YOUR CONSULTANT—

write for the complete Architects and Builders Kit!

Whatever the need, for home, office or factory, look to CHELSEA for the practical, efficient solution to your ventilation problem—for heat, dust or fumes. Just call or write Dept. F for your free guide to comfort cooling—the feature that makes any new home easier to sell! Packet contains all the information you need to make ventilating and cooling installations in factory, store, office or home—selection of proper fan, installation hints, etc. No obligation.

CHELSEA FAN & BLOWER COMPANY, INC. • PLAINFIELD, NEW JERSEY

For the FIRST *time...*

SPEED *to* SPARE!

EXCLUSIVE
NEW SUPER COROX UNIT
HEATS 4 TIMES FASTER

Available in either single or DOUBLE oven models

Westinghouse announces a *NEW* COMMANDER *Range*...with the most startling development in a generation ...the *NEW* SUPER-COROX UNIT

YOU GET 3 EXCLUSIVES

EXCLUSIVE Color-Glance Controls

Brilliant colors, one for EACH cooking speed, signal the eye from any point in the kitchen—telling just what's cooking and where. Up close, you can READ the speed.

EXCLUSIVE SUPER-COROX Unit

Gets red hot 4 times FASTER than any surface unit Westinghouse has ever made. An EXTRA surge of current brings the unit up to full cooking temperature with super-charged speed.

EXCLUSIVE Miracle Oven

Perfect baking without shifting a rack. This results from heat circulation so accurately controlled that the same even temperature is maintained in every single spot in the Miracle Oven.

...and STYLE to SHOUT ABOUT in the sensational *Rancho*

You Can PROVE Its Amazing SPEED with the "MATCH TEST"

Here's a strikingly dramatic way to demonstrate the super-speed of the New Westinghouse SUPER-COROX Unit. Simply place the head of a paper match on each of the four surface units, then turn the units on. The match on the SUPER-COROX Unit will flare up in just a few seconds while the match heads on the other three units will take a great deal longer to ignite.

They're BOTH "members of the family" ...part of a COMPLETE red-hot range line

YOU CAN BE SURE..IF IT'S Westinghouse

GET YOUR SHARE of SUMMER PROFITS with Handyhot

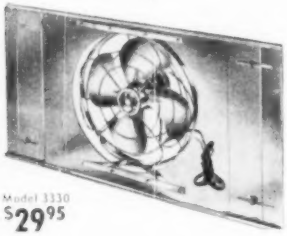
Here are the traffic builders that will initiate the hottest selling season you've ever enjoyed! New products mean new business, and here are five new HANDYHOT summer specialties designed to build extra business in YOUR store! CALL YOUR HANDYHOT DISTRIBUTOR TODAY!

Handybreeze
DIAL-AIRE CABINET FAN-3316

$49.95

For cool days and comfortable nights! Beautifully styled to meet a variety of needs. As a floor model, as an end table or as a window fan (reversible for exhaust or intake use). Variable speed control.

A NEW IDEA . . . THE 12-INCH CLEARVUE WINDOW VENTILATOR



Model 3330
$29.95

Keeps the kitchen fresh and clean! Mounted on transparent plastic frame. Portable, may be used in the bedroom, too. Eliminates cooking odors, stale air, etc. Lets sunlight in, lets you see out!

Handyhot
De Luxe JUICE
(Approved by Sunkist)

Cat. No. 2701
$19.95

New deluxe model with oscillating strainer designed to extract simply and easily ALL of the vitamin filled juice! Porcelain reamer removes juice and pulp from the rind with ease. Strainer, reamer and opal glass juicer are removable for ease in cleaning.

Handyfreeze
One Quart Electric Ice Cream FREEZER

Cat. No. 2201
$16.95

Old fashioned ice cream made the modern way, using the ice cube supply from an average home refrigerator. White plastic tub may be used as ice bucket. Extra cream can assembly is available so that additional quantities may be made at one time and stored in refrigerator.

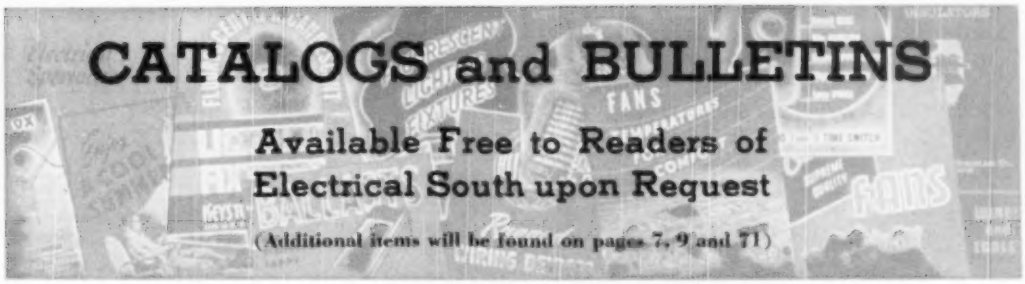
Handyhot
Portable Electric WASHER

Portable washer with automatic timer. Ideal for the vacationist at summer camps, useful the year 'round! This "on the spot" unit gives larger washer performance. Shuts off automatically when washing cycle is completed!

$39.95
Model 1178

SEE OUR DISPLAY AT THE
NATIONAL HOUSEWARES MFGRS.
BOOTHS 444—446—448—450
ATLANTIC CITY, N. J.
JULY 10th — JULY 14th
1950

Handyhot
Quality Electric Housewares
Chicago Electric Manufacturing Company, Chicago 38, Ill.
Makers of Handybreeze Fans



CATALOGS and BULLETINS

Available Free to Readers of Electrical South upon Request

(Additional items will be found on pages 7, 9 and 71)

2004—Air Conditioning Equipment. New Bulletin No. 3158-B, "Central Air Conditioning Equipment," contains comprehensive information on this type of equipment along with charts, specifications, and maintenance instructions. The bulletin has been released by Buffalo Forge Co., P. O. Box 985, Buffalo 5, N. Y.

2010—Water Heaters. An illustrated folder describing Bell Water Heaters and the ten-year guarantee and warranty is available from Adacar Mfg. Co., Napier Field, Dothan, Ala.

2012—Room and Unit Heaters. Electromode Corp., 45 Crouch St., Rochester 3, N. Y., has announced two new catalogs, each of which contains descriptions, complete specifications, illustrations of the units, and shows typical installations, as well as other helpful information concerning heating by electricity. Catalog EC-62 is the industrial catalog, and No. EC-63 is the domestic catalog.

2014—Hot Water Heaters. Informative and well-illustrated data are available from M. M. Hedges Manufacturing Co., Inc., Chattanooga, Tenn., on their line of Mertland Automatic water heaters.

2018—Electric Fans. A 28-page, profusely illustrated booklet describes in complete detail, this company's line of fans. Booklet available from Emerson Electric Manufacturing Co., St. Louis 21, Mo.

2022—Window and Attic Fans. A four-page catalog piece completely illustrated and containing descriptive information on the new low cost "all in one package" window and attic fans has just been released by the Viking Air Conditioning Corp., 5601 Walworth Ave., Cleveland 2, Ohio. Illustrations of automatic ceiling shutter and automatic electric timer are included.

2024—Electric Water Heaters. New specification sheets are now available for a full line of cylinder and table top models, featuring the Water Hotter, from the White Products Corp., Maldleville, Mich.

2028—Fans. Catalogs Nos. 863 and 864, just issued by Chelsea Fan & Blower Co., Inc., 1200 Grove St., Irvington 11, N. J., include descriptive copy, specifications, dimensions, photographs, etc., of a full line of fans for residential, commercial, and industrial uses. These catalogs include information on 17 types of ventilating and comfort cooling equipment varying in size from 12 inches to 60 inches.

2030—Electric Fans & Drills. Signal's complete line is shown in a new catalog just off the press, featuring a wide variety of desk, pedestal, exhaust, and vent fans. Literature on drills, telegraphic equipment, and motors is also available from the Signal Electric Mfg. Co., Menominee, Mich.

2032—Electric and Gas Water Heaters. Four-page illustrated folders explain outstanding features of Fowler water heaters including porcelain lining, "Black heat" elements, and 3-way insulation. These folders list specifications, dimensions, and construction details, and are available from Fowler Manufacturing Company, 2545 S. E. Gladstone St., Portland 2, Ore.

2034—Electric Flat Irons. Full information on American Beauty Electric Flat Irons in a weight, a shape, a size for household, as well as every industrial and manufacturing use, is available in literature from the American Electrical Heater Company, Detroit 2, Mich.

2038—Murray Ventilating Fans. A set of specification sheets is available describing the Murray line of fans including 20 and 24 inch window fans and vertical and horizontal ventilating fans. H. C. Biglin Co., Inc., 177 Hayne St., N.W., Atlanta 3, Ga., is exclusive sales agent for the line which is manufactured by Murray Co. of Texas, Inc.

2040—Electric Blowers and Exhausters. Bulletin 501-ED describes Types "E" and "RE" Buffalo blowers and exhausters, manufactured by Buffalo Forge Co., Buffalo 5, N. Y. Characteristics of the blowers, graphs, charts including capacities and static pressures, and exact dimensions are all contained in the 8-page folder.

2042—Window Fans. Meier Electric & Machine Co., Inc., 3823 E. Washington St., Indianapolis 7, Ind., have available the following catalog sheets: Form 2207, which describes and illustrates each of their five Nicair Windolians; Form 2209, describing and illustrating three three-blade and one four-blade Nicair Quiet Propellers, and Form 2200, which illustrates the Nicair Windolian No. RW-240 or RW-200.

2046—Household Electrical Appliances. Dominion Electric Corp., Mansfield, Ohio, offers catalog information and detailed specifications on a complete line of table appliances called "Family Favorites."

ELECTRICAL SOUTH,
806 Peachtree St., NE.
Atlanta 5, Ga.

July, 1950

Gentlemen:

Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name _____ **Title** _____

Company _____

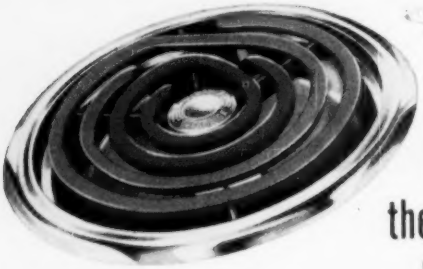
Address _____

City & State _____

Circle numbers below. Bulletins and catalogs will be mailed promptly.

2004	2010	2012	1014	2018
2022	2024	2028	2030	2032
2034	2038	2040	2042	2046
2054	2056	2058	2064	2066
2070	2072	2074	2078	2080
2088	2090	2092	2094	2096
2098	2100	2102	2104	2106
2108	2110	2112	2114	2116
2118	2120	2122	2124	

LET HOT WEATHER HELP YOU SELL



Emphasize the CHROMALOX DIFFERENCE

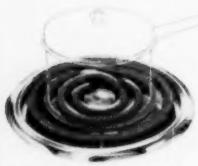
Just watch how quickly summer electric range sales are closed when you point out the "2-units-in-1" feature of any Chromalox electric range unit.

Here's heat that can be confined to small utensils in which much cooking is done.

Here's a unit that doesn't waste heat, that doesn't cook the cook, that *does make all the difference* in kitchen comfort, not only, on summer days but all year 'round.

For easy hot-weather selling, emphasize this big Chromalox advantage. And point out too, that the Chromalox "2-units-in-1" design also saves up to 45% of electricity used for cooking in small utensils.

Chromalox Electric Cooking can keep kitchens 8° to 11° Cooler!



Inner Hot Spot Alone for Small Pots and Pans—

No waste heat to cook the cook

Handles stay Cooler-Can't burn

plus

Accurately controlled heat that goes evenly into large cooking utensils

For the complete story on the way to Quicker, Easier, Electric Range Sales—

Write for the valuable booklet "The Switch is On." It will help you and your men to close more electric range sales in less time.

Up and out for thorough washing. Only one part to remove.

CHROMALOX

Electric Cooking at Its Best!

EWDIN L. WIEGAND COMPANY, 7600 THOMAS BOULEVARD, PITTSBURGH 8, PA.

C. R. Rogers, 1000 Peachtree St., N. E., **Atlanta, Ga.**; J. E. Ward Co., 211 Commerce St., **Dallas 1, Texas**; 932 M & M Bldg., **Houston 2, Texas**; 1311 Lowerline St., **New Orleans 13, La.**; 1519 So. Boston St., **Tulsa 5, Okla.**; W. R. Phillips, P. O. Box 2361, **Raleigh, N. C.**; W. R. Phillips, Jr., 3125 Lamb Ave., **Richmond 22, Va.**

Are You Making Use of Our Reader Service?

The editorial and business staff of ELECTRICAL SOUTH is eager to serve you. One way in which we can help you is to make it easy for you to draw upon the wealth of technical and promotional material available from manufacturers.

In the accompanying pages are the descriptions of scores of useful catalogs, application information booklets, and technical publications. These are available without charge.

Check over the list of publications available, circle the numbers of the ones you need, and mail the coupon to us with your name, title, company and address plainly written. We will tell each manufacturer to send directly to you the information you want.

•

The staff of ELECTRICAL SOUTH will be glad to help you with other problems. They will obtain expert advice for you on both technical and business problems. The services of a number of consultants are available. Whether your problem relates to sales promotion, lighting or wiring layouts, applications of the National Electric Code, or equipment application, it will receive careful attention.

•

Address your requests to:

Reader Service
ELECTRICAL SOUTH
806 Peachtree St., NE
Atlanta 5, Ga.

2054—Fans. The C. & H. Air Conditioning Fan Co., Inc., 1591-1621 DeKalb Ave., N. E., Atlanta 6, Ga., have released an interesting 28-page booklet, "Cottongim's Supreme Quality Fans." Besides showing pictures of various models, views of operations inside the plant, and specifications, there is a section devoted to methods of installation of attic fans.

2056—Radiant Heaters. Edwin L. Wiegand Co., 7500 Thomas Blvd., Pittsburgh 8, Pa., has prepared a portfolio of Chromalox Radiant Heater Application Reports. In addition, the portfolio includes catalog sheets and technical data on the Chromalox "RAD" heaters.

2058—Exhaust Fans. A new Emerson Electric Exhaust Fan catalog, illustrating and describing in detail the line of fans for all types of buildings, is offered by the Emerson Electric Mfg. Co., St. Louis 21, Mo.

2064—Electric Fans. An attractive, 8-page, 62nd Season Catalog of Zephyr fans has been made available by the Hunter Fan & Ventilating Co., P. O. Box 2858, Memphis 2, Tenn. A comprehensive description of this company's products is given, with complete specifications and dimensions.

2066—Shutters & Dampers. A 12-page catalog (No. 46) is available from the Elgin Shutter Mfg. Co., 2748 W. Warren Ave., Detroit 8, Mich., describing the 17 different types of shutter and dampers manufactured by them, and as used in connection with ventilating and air-conditioning installations.

2070—Zephyr Fans. Hunter Fan and Ventilating Co., Inc., 4001 So. Front St., Memphis, Tenn., offers a new 8-page catalog containing detailed information on the Hunter Zephyr Fans, for home and industry.

2072—Reed Unit Fans. Two new 8-page booklets on unit fans have been published by Reed Unit Fans, Inc., 1001 St. Clair Ave., New Orleans 8, La. Material included in these booklets covers design, accessories and installation of the Reed window and attic fans respectively.

2074—Ventilating Fans. The complete line of C. & H. ventilating fans is pictured, with dimensions and details, in a new 24-page catalog. Described are exhaust fans, window fans, air circulators, portable and desk fans, and fan accessories such as grilles and shutters. C. & H. Air Conditioning Fan Co., Inc., 1603 DeKalb Ave., NE., Atlanta, Ga.

2078—Sales Helps. A variety of sales helps, including Sound Slide Colored Training Films, How to Sell Booklets, Consumer Papers, Specification Sheets, Demonstration Kits, Display Cards and Promotion Kits for selling and demonstrating General Mills Home Appliances—Pressure Quick Steam, Tri-Heat Iron and Steam Ironing Attachments are available to dealers from General Mills, Inc., Home Appliance Dept., 1620 Central Ave., Minneapolis 13, Minn.

2080—Water Heaters. Information is available about the "SEPCO" Electric Water Heater from the Automatic Electric Heater Co., Pottstown, Pa. Literature available describes several exclusive features in the "SEPCO" line of round and table top heaters.

2088—Air Circulators. Vornado's complete line for 1950 presented in a four page, three color catalog sheet (Form 9000) includes a wide variety of desk, pedestal, tabletop, turnabout and turnabout window fans. Also available is a descriptive folder on Vornado's new turnabout casement window fan (Form 9082). The O. A. Sutton Corporation, Wichita, Kansas.

2090—Fan Blade & Baffle Outfit. An illustrated catalog page describing their Knock Down Fan Blade & Baffle Outfit has been announced as available from S. J. Stewart (Electric), 527 St. Joseph St., New Orleans 12, La.

2092—Air Circulators and Window Fans. The Complete Line of Kaco Floor Model Air Circulators and Portable Window Fans for 1950 is illustrated and described in a series of two color catalog sheets and envelope stuffers available to the trade. A Special Sales Manual containing product and sales information is available for use by Dealers handling Kaco Products.

2094—Marquette Refrigerators. Informative catalog pages and specifications are available from Marquette Appliances, Inc., 507 E. Hennepin, Minneapolis, Minnesota.

2096—Marquette Home Freezers. Your information on Marquette's super 6 cu. ft. capacity, their popular 14½ cu. ft. Marquette freezer and their "Big Value" super 5 cu. ft. is available from the Marquette Appliances, Inc., 507 E. Hennepin, Minneapolis, Minnesota.

2098—Marquette Electric and Gas Water Heaters. Twenty-three models assure a water heater for every need. A four-page folder explains the features of the Marquette with heat 3in and may be secured through Marquette Appliances, Inc., 507 E. Hennepin, Minneapolis, Minnesota.

2100—Marquette Electric Ranges. An individual catalog and specifications sheet is available on each of the four popular Marquette range models from Marquette Appliances, Inc., 507 E. Hennepin, Minneapolis, Minnesota.

2102—Marquette Gas Ranges. Five beautiful models covering the cooking desires of any housewife featured in color and with individual specifications and catalog pages may be secured from Marquette Appliances, Inc., 507 East Hennepin, Minneapolis, Minnesota.

2104—Marquette Home Laundry Equipment—Includes Washers, Dryers, and Ironers. For well illustrated catalog pages that bring out the features and selling points of this popular priced laundry equipment write to Marquette Appliances, Inc., 507 E. Hennepin, Minneapolis, Minnesota.

2106—Fan and Centrifugal Blowers Catalog No. 513-B. Vital specifications, Fresh Air Make Equipt. Data, Exhaust Blowers, Attic Portable Windows, Exhaust fans, Single and double inlet blowers. Ventilating Division Schwitzer Cummins Co., 1125 Mass. Ave., Indianapolis, Indiana.

2108—Household Refrigerators, Fans and Home Laundry Electric Ranges. Complete information regarding Coolerator aircooled "motor on the back" refrigerators, a combination new combination freezer-refrigerator and automatic steam heat pads A Bilton electric ranges. Wash Coolerator, Duluth 1, Minnesota.

2110—Select-A-Range. Landers, Frary & Clark, New Britain, Conn. Eight page folder gives full information on Universal's revolutionary new Select-A-Range with the Continuous Level Oven. Illustrates various parts of range, as Rural Home Will Kitchens and tells how to install it.

2112—Oil Heaters. An elaborate colorful 16 page catalog entitled "New-Comfort Heating" describing and illustrating the complete New-Comfort line of Fuel Oil Heaters and Kerosene Heaters, is available from the National Enameling and Stamping Company, 270 N. 12th St., Milwaukee 1, Wis.

2114—Electric Heaters. A new, colorful, twelve-page booklet from Markel Electric Products, Inc., Buffalo, N. Y., unveils a complete line of wall attachable, wall recessed, and portable heaters. Thermo models for every room in the home and other applications are described.

2116—Replacement Heating Units—For electric water heaters. Information on the complete line of extreme wattages, voltages and shapes of water heater units of the Immersion Type can be obtained by writing to Tuttle & Kitt, Inc., Chicago 59, Illinois.

2118—Electric Fans. Robbins & Myers, Inc., Springfield, Ohio offers an attractive, 20-page illustrated catalog covering outstanding features, design details, and performance ratings of R. & M. domestic, commercial and industrial type, for 1950. Special material available covering new 10" and 52" desk fans.

2120—Everhot Electric Housewares. Colorful literature and full information is available showing the complete line of Everhot Electric Housewares including Roasters and their accessories, Rotisseries, Heater and Heater Fans, Rangette and Electric Blankets. This literature lists specifications and is available from Swartzbaugh Mfg. Co., 1350 W. Bancroft St., Toledo, Ohio.

2122—Surface Heating Units. For electric ranges. Complete information on fitting the famous I-K Monarch Electric Ring surface heating units into all type of electric ranges can be obtained by requesting the replacement manual from Tuttle & Kitt, Inc., Chicago 59, Illinois.

2124—Evaporative Air Coolers. Home and commercial. Lasco Manufacturing Company, 1970 Santa Fe Avenue, Los Angeles 21, California, offers its complete line of eighteen models, ranging from 1,000 CFM air stream fan type coolers to 17,000 CFM industrial looking coolers. Featured this year is the Residentaire Twin-In-Two, complete self contained evaporative room cooler. Write for further information.

JUST PUSH THE BUTTON

to put these powerful forces to work in your company

Right now management has an unusual opportunity to gain employee-relations value from the high public interest these gents have created for U. S. Savings Bonds. During the Treasury Department's Independence Drive, May 15-July 4, every major advertising medium has been used to broaden the people's interest in Savings Bonds as a means of building financial independence. Now, more than ever, as a result of this all-out campaign, your employees will appreciate the convenience of being able to obtain Bonds "automatically" via the Payroll Savings Plan.

If your company doesn't yet have the Payroll Savings Plan, now's the most opportune time for you to install it!

If your company does have the Plan, now's the time to remind employees about it!

Employees who pile up money in Savings Bonds feel more secure . . . are actually better workers. Moreover, Bond sales build a backlog of future purchasing power—good "business insurance" for all of us in the years ahead.

Payroll Savings is good for your employees, your business, and your country. "Push the button"—call in one of your top executives and appoint him Savings Bonds Officer. All the material and assistance he may need are available from your State Director, Savings Bonds Division, U. S. Treasury Department.

The Treasury Department acknowledges with appreciation the publication of this message by

ELECTRICAL SOUTH

This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and The Advertising Council.

"TRIPLE PROFITS For You... From Me!"

Wagoner

AUTOMATIC ELECTRIC Table Top WATER HEATERS

Spell PROFITS!

"I pre-sell myself . . . you close the deal . . . *that's profit number one!*

"After I'm sold, I even help you with installation. All your men have to do is make two simple pipe connections . . . and these with elbows and unions I carry with me. *You Save Installation Costs—that's profit number two!*

"And in addition to these profits . . . *you profit a third time* . . . because the profit margin on Wagoner products is larger than on any similar item.

"MAIL COUPON TODAY for 1950 Wagoner Booklet showing '50 products . . . Wagoner Water Heaters and Ranges. It gives *complete details!*"

MR. W. G. WAGONER, *President*
America & Southern Corp., Nashville 10, Tennessee

Please send me booklet S-75, which describes the complete line of Wagoner Products—free of charge and without obligation, of course.

NAME

STORE NAME

ADDRESS

CITY STATE

U.S. Pat. 2247270

- *Greater potential market*
- *Lower priced for more sales*
- *Better built for customer satisfaction*

Here's the solution to many a small home owner's problem of getting complete home ventilation at a price he can afford. Now, for less than $100.00 you can retail this new Koolmaster exhaust fan with a big margin of profit for you.

It's your chance to get in on a fast moving, multiple-purpose, year-round selling points. QUALITY MERCHANDISE and LOW PRICE—a combination that's unbeatable.

Home owners save costly installation charges (fans A. R. E. will install themselves—takes only a screwdriver and wrench). In addition the Koolmaster Awning Fan offers extra protection against the rain with its aluminum housing. Runs quietly on rubber mounting, for a few cents a day. Doesn't disturb the appearance of the house—no more climbing on outside of house—no more clutter to defacing building.

Specifications

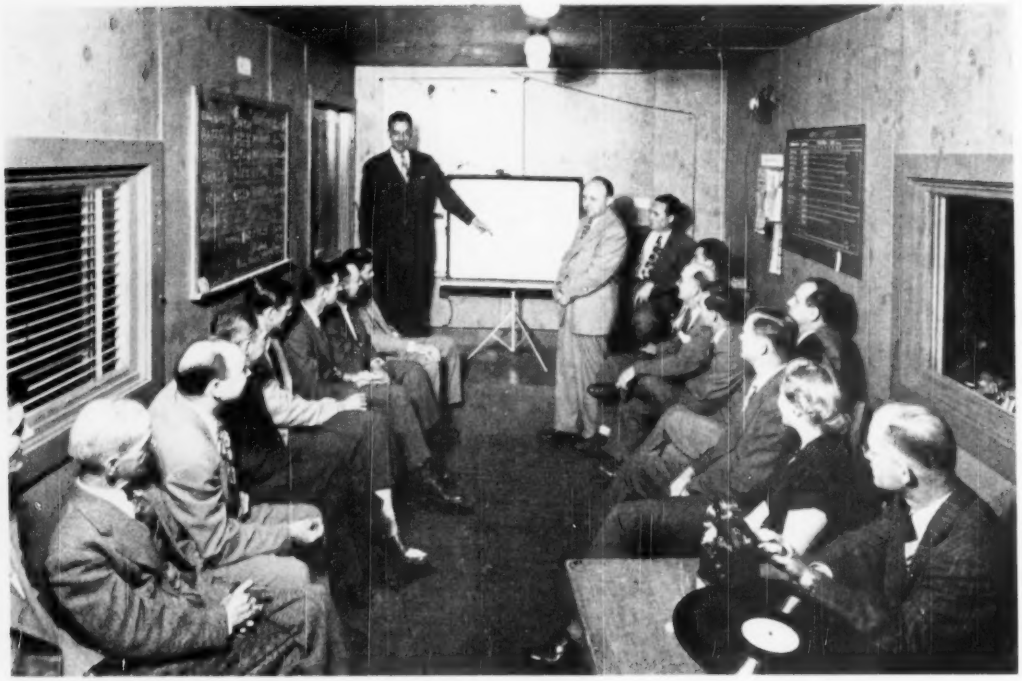
- 24" exhaust type fan with Torrington "Varified" plastic
- Width of housing 13½"— will accommodate duct to windows 28", 30", or 36" wide.
- Ball bearing fan shaft bearings.
- 1075 C.F.M.
- ¼ H.P. heavy duty vertical shaft motor.
- Comes complete with Aluminum Awning and standard plug-in extension cord.

56

Write today for complete information — Dept. ES

AIR EQUIPMENT CO.

1713 West Carroll Avenue • Chicago, Illinois



OUTSIDE SELLING TIPS

by Grier Lowry

. . Accent on sales training, contacts with prospects emphasized

◆ MERCHANDISING from door to door is paying off handsomely at the Home Equipment Company, a complete home supply store, located at 2529 Summer Ave., in Memphis, Tenn. Since opening, the company has combatted the disadvantage of an outlying location by emphasizing outside selling.

Established as a weatherstripping and insulation sales and installation set-up, this lusty young organization now has a volume of business about equally divided between appliance sales and building material. A venture, launched with a bankroll of only $300.00, has been parlayed into a million-and-a-half dollar business.

•

Visual education molds good salesmen, says George Bates, at the right of the screen in the view above of one of the twice-weekly sales education meetings held at Home Equipment Co., Memphis. This specially designed conference room is equipped with movie projector, film, records, and slides. The sound movies are important not only in training salesmen, but in taking the projector right into the home for demonstrating the outstanding features of an item.

As comparative data, during the first month of business—September, 1944—the cash register receipts totaled $5,881, while the firm grossed $54,300 during a notoriously bad weather month last year.

Although home appliances figure more and more in the merchandising picture at the Tennessee company, building supplies contribute a large share of the income. The company is ranked as one of the nation's largest Fiberglas blowing wool dealers, sells and applies roofing, panel brick siding, white asbestos shingles,

plastic and asphalt tile, all-metal screens, window guards, venetian blinds, and acoustical tile.

"It is a set-up with splendid tie-in sales possibilities," says George Bates, a one-time dry goods merchant. "It is not unusual for us to provide the homeowner with a complete service—from Fiberglas insulation to a complete kitchen installation. We sometimes sell the same customer six different home appliances simply by making call-backs after the original sale."

Outside selling has been developed to a high art here and the 38-man team sales organization that constantly canvasses the Memphis area and rings doorbells 14 hours a day, is well versed in home-to-home selling.

Each man is assigned to a specific area during a two-hour morning interval, and then has the privilege of selling in any part of the city the rest of the day.

A personalized postcard has been found to help the salesmen considerably in their visits with prospects. Each salesman purchases, at a cost of $16.15 per thousand, this personalized card, similar to the one illustrated with this article, and mails out around 10 cards a day.

It is the company's opinion that the average prospect is apt to misplace the calling card or forget the name of the salesman who is making the contact. Therefore, even though they might desire to purchase from him, they do not know who he is or where to call him. Also, they feel that it is always not advisable to follow up a prospect the following day with a personal call.

With this in mind, they conceived the idea of a personalized card carrying a picture of the salesman making the contact. A person would probably throw an ordinary card in the wastebasket, but would look at one carrying a picture. This impresses upon the customer the name of the salesman who made the call and, also, they usually keep the card for further reference.

Home Equipment Company's experience has proven that the cards pay off in actual sales by four orders for each 100 cards mailed. The idea is also novel enough to create interest.

Call-backs figure prominently in the company's zealous bid for business, and each man is given five cards daily from a file of 16,

(Continued on page 29)

Here are some of the ways this dealer is making money:

1. Commissions for telephone solicitors

2. Salesmen's personalized post cards

3. Periodic call-back surveys

4. Home demonstration movies

5. Unique card file system

•

Personalized post cards like this one, containing each salesman's picture, name, and phone number, are purchased by the salesmen at a cost of $16.15 per thousand. About 10 per day are mailed out to prospects. Approximately four sales are made for each 100 cards sent, and the customer has the card to keep for future reference.

WILLIAM B. BAKER
RES. PHONE 4-3423

HOME
Equipment Co.
Ph. 33-2061—2529 Summer
OPEN EVENINGS TIL 9
"The Firm That Satisfies"

REMEMBER ME?

I called upon you recently with reference to the item checked below. If I can be of service on this or any other item, please call me.

NATIONALLY ADVERTISED APPLIANCES

FRIGIDAIRE—
Refrigerator
Automatic Washer
Ironer
Dryer
Electric Range
Home Freezer
Hot Water Tank
Cooler
Dehumidifier
Air Conditioner

RCA VICTOR—
Television Set
Radio
Phonograph

MOTOROLA—
Television Set

DOMESTIC—
Sewing Machine

RADAIR—
Heaters

CALORIC—
Superior Gas Range

FLORENCE—
Gas Range

COLEMAN—
Gas Water Heater

THOR—
Automagic Washer
Gladiron
Ironer
Washer

HOME IMPROVEMENTS

YOUNGSTOWN KITCHEN—
VENT-A-HOOD—
FIBERGLAS—
Owens-Corning—
Insulation Acoustical Tile
PLASTIC TILE—
WEATHERSTRIPPING—
COLEMAN
FLOOR FURNACE—
FLINTKOTE—
Panel Brick Siding
White Asbestos Shingles
FLOOR COVERING—
Asphalt or Rubber Tile
Armstrong Linoleum
ROOFING—
L.S.R.—
Waterproofing,
Rust Preventive
VENETIAN BLINDS—
HUNTER—
Attic, Window Fan

$10 DOWN—$10 MONTHLY ON APPLIANCES!
NO MONEY DOWN—36 MONTHS TO PAY ON HOME IMPROVEMENTS!

APPLIANCE LAYAWAY

. . No seasonal selling worries, customer convenience highlight plan

◆ MAKING AN exhaustive study of the "do's and don'ts" in layaway merchandising, and developing from them an all-inclusive, foolproof selling system, has resulted in a 30 per cent sales volume increase for T. K. Barefield, appliance retailer in Panama City, Fla.

Mr. Barefield, whose T. K. Barefield Company is centered in a trading area of only 40,000 population in northwestern Florida, believes that layaway selling will be indispensable to the appliance retailer in the more competitive market ahead.

With a volume last year in excess of $200,000, he credits at least 30 per cent of it to the fact that layaway buying is aggressively suggested to every customer who comes into the store, and so well systematized that there are none of the usual drawbacks, high costs, and misunderstandings associated with "will-call" selling to contend with.

"Layaway selling possibilities have scarcely been scratched," the Florida retailer indicated, "chiefly because retail dealers have failed to realize the many advantages it has. While it is true that layaway selling does tie up a lot of storage space, incur additional bookkeeping expenses, etc., the advantages far outweigh any of these.

"We have found that a systematic plan, which takes care of any possible situation in advance, gives us an excellent alternative plan when we cannot give a customer credit terms, makes possible 'second sales' of expensive items, brings in low-income customers we couldn't reach otherwise, and lastly, builds immensely valuable good will translatable into later sales."

Before setting up his own smoothly functioning layaway plan, the Florida retailer made visits to many other dealers, investigating ways and means. He found few stores made any attempt to capitalize on layaway selling, many of them using odd slips of paper to record such sales, storing will-call merchandise where it would deteriorate in appearance and value, and creating much ill will through misunderstandings or mixups. Only a very few had a standardized form for writing up layaway sales, or systematized storage, payment plans, etc.

Therefore, Mr. Barefield determined early last year to devise his own layaway system. "From scratch," planned to make this form of selling convenient and attractive to both customer and sales person, and with all of the "bugs" ironed out in advance.

"We simply made up a list of drawbacks in layaway selling, and planned our own system to eliminate them," he stated, "with the result that there is no opportunity for ill will, costly mistakes, or delays involved."

The Barefield firm's layaway selling system, which operates the year around at peak efficiency, is based first on their novel contract form. Designed by the owner, and printed locally, the layaway contract form is a three-piece affair, with a detachable "tag top." On the top section are spaces for the name, address of the customer, an alphabetical identification, code number of the sales person, and the date.

In the center section, one line indicates the number of items in the purchase, to avoid splitting up of the purchased items in storage. Below this are six columns for entering the dates of payments, and the final balance, one after another. This is followed by a list of the actual merchandise, its price, and the total.

Most important, at the bottom, is a purchase agreement by which the customer acknowledges that the merchandise purchased will be returned to stock if not paid for by a specific date agreed upon at the time of signing. Equally important is the payment section above, which is notated whenever the customer makes a payment, and serves as a payment record.

A one-time carbon sheet is included in the form, to transfer the information on the face to a stiff cardboard second sheet. When the tag is torn from the top, this is attached to the actual merchandise, with number, name and address, plus the alphabetical identifying symbol. The original goes to the customer, to serve as a payment

---

"We have found that a systematic appliance layaway plan, which takes care of any possible situation in advance, affords us the following advantages:

1. **Gives us an excellent alternative plan when we cannot give a customer credit terms;**
2. **Makes possible 'second sales' of expensive items;**
3. **Brings in low-income customers we couldn't reach otherwise;**
4. **And, lastly, builds immensely valuable good will translatable into later sales." — *T. K. Barefield***

---

and contract record, while the stiff second copy goes into either a contract or current file maintained on the service counter of the Barefield store.

"It requires only a few moments to fill this out," the dealer said, "and it covers concretely any questions or special points which may be concerned in the sale. If the customer forgets to bring along his original when making a payment, we can simply enter it on his permanent file copy."

Barefield customers may buy on layaway in either of two methods. First is the contract system, whereby set payments of specific amounts are to be paid on particular dates until the final payment. This usually involves expensive merchandise bought over long periods of time. Second is the current layaway, which consists of shorter time periods, often merely a matter of days or weeks until the item is paid for and picked up.

How Pickups are Handled

In either case, Mr. Barefield insists that the item be picked up by a certain date, to prevent over-accumulation of items in will-call storage. "We have found it absolutely necessary to make this restriction," he said, "or else the customer will be inclined to let his payments slide over much longer periods."

At the end of the period, if the item is not picked up, it is returned to stock, and the amount paid in credited to the customer. "Since good will is the absolutely essential factor in layaway selling, we cheerfully refund every cent which the defaulting customer has invested," the dealer stated, "without any penalty whatsoever.

"Invariably the customer is tickled pink that he gets his money back, and the chances are that he will show his appreciation by coming in later to buy the very same item which he couldn't afford under the original contract. We have found that this one factor is responsible for about half of our new layaway customers, and that we have built up an excellent reputation for honesty and service which is invaluable."

After the contract form has been signed and divided, Mr. Barefield insists that the actual merchandise picked out by the customer is wrapped and stored. "This is one of the most vital points for the retailer to remember," he stated. "The easiest way to store layaway items would be to set aside a prepacked item from the manufacturer, after the customer has chosen from a sample. When he picks up the item, however, and finds that a different color, slightly different design, etc., may be involved, he is bound to feel cheated and angry.

(Continued on page 98)

LAY-AWAY

PRINT First letter of last name in this box ↓ — Nº 361

NAME

STREET — SOLD BY

CITY — DATE

At Final Payment Send this Stub and Customer's Copy to Office

Nº 361

NO. BUNDLES

RECORD OF PAYMENTS — TOTAL SALE $

DATE	PAYMENT	BALANCE	DATE	PAYMENT	BALANCE

	LIST OF MERCHANDISE	PRICE

PURCHASE AGREEMENT

I HEREBY AGREE TO PAY $ _____ EVERY _____

AND TO MAKE FINAL PAYMENT BY _____

OR MERCHANDISE WILL BE RETURNED TO STOCK

CUSTOMER SIGN HERE _____

CUSTOMER'S COPY

CAUTION: ALWAYS BRING THIS RECORD WHEN MAKING PAYMENTS AND RETAIN IT FOR IDENTIFICATION AND A RECORD OF PAYMENTS UNTIL FINAL PAYMENT WHEN IT MUST BE SURRENDERED. KEEP YOUR SALES SLIP AS RECEIPT FOR EACH PAYMENT

This novel contract form is the basis for the Barefield Company's layaway system. Designed by the owner, and printed locally, the form is a three-piece one, with a detachable "tag top." The dealer claims it covers concretely any questions or special points which may be concerned in the sale. A complete description of how this contract form is used in the Barefield layaway scheme is included in this article.

Sharpe's Appliance Store, Atlanta, in the last month of the contest with another Atlanta appliance store, realized volume in excess of any month in the store's history.

INTER-STORES CONTEST

. . Novel sales idea arouses interest of customers

by Lawrence H. Bugg

◆ A NEW ANGLE in sales promotion contests came to light recently in Atlanta when two dealers, Sharp's Appliance Store and Wharton Appliance Co., handling the same manufacturer's appliance line, staged a contest which matched the two sales teams against one another for 60 days.

The prize: $500, contributed to jointly by the two stores.

The winner: actually both stores, since sales for both showed a 10 to 20 per cent increase during the period. According to the store managers, the competitive spirit resulted in sales which probably would not have been made otherwise. The margin of victory, about $3,000 in sales, was comparatively small.

Hubert Townsend, sales manager for Wharton, and Bill Sharpe, president of Sharpe Appliance Store, Inc., are both former salesmen for the Georgia Power Company. While there they received something of an indoctrination in sales promotion. Convinced of the power of a contest to spur salesmen to greater effort, they both employ the contest method with their own staffs continually. This latter inter-store contest was the second in which the Sharpe store participated, the first running in 1948.

These two companies are in different sections of Atlanta. The Sharpe Appliance Store is at 457 Moreland Avenue at Little Five Points, in northeast Atlanta, and the Wharton Appliance Company is at 1719 Lakewood Avenue in southeast Atlanta.

At an opening banquet, the managers announced the rules of

(*Continued on page 97*)

(Left) Bill Sharpe, left, president of Sharpe's Appliance Store, maintains that a contest such as this helps a dealer realize the potentialities of his sales force. "The increased business," Mr. Sharpe and Mr. Dempsey, right, his sales manager, agree, "is ample reward for a store manager, whether he wins the contest or not." (Right) Hubert Townsend, left, sales manager for Wharton Appliance Co., other contestant in the two-store contest, hears Bill Smith, right, express his opinion that the competitive spirit resulted in sales which otherwise would not have been made.

Topping TV Objections

. . Keep one step ahead of customer on television

by David Markstein

I. —— *Through* ——
SELLING EXPERIENCE

Five big questions seem to pop up time and again from prospective television customers of Lambert's Appliances, New Orleans. The store has worked out five answers to these questions, and they are paying off in overcoming the customer's objections and landing the orders. Read these five questions, then Lambert's answers, and see if your comebacks differ.

◆ The bloom is beginning to get more than a little faded on the television market. The dollars with which to buy are fewer; the big sales, to consumers ready, able, and willing to buy, have been made. The novelty of TV is gone in many cities that have had TV for a year or more.

"When this happens with any appliance, then personal salesmanship takes over," says Herbert Lambert, Jr., sales manager of Lambert's Appliances on the Jefferson Highway just outside New Orleans. "The tougher and more competitive the market, the more the accent is on strong personal salesmanship. Ads get them in. The salesmen make or break you at that point. We have found that knowing the main objections which consumers raise, and having ready sound, selling answers for those objections, is the secret of getting the TV sales in a tighter market.

It's only a little more than a year since the first TV station began broadcasting in the New Orleans area. At first—despite prices higher than today's—dealers often could not show the sets as fast as people wanted to see them, and to buy.

"But that condition is over," says Herbert Lambert, Jr. "I won't say I'm sorry that the big bloom is off the TV market, because I am not sure that I do not like a selling market better. We're prepared with our system for handling the prospects' objections."

Proof that his system works is offered in solid sales figures.

"In a two-month period recently," Mr. Lambert reports, "we sold 66 television sets. That's no small number, or small profit, either, since TV sets do not sell for nickels. But here's the payoff—we wanted more sets than we could get. We actually couldn't get them into our stock as fast as our salesmen, trained in handling objections, could move them out again. It's really being conservative to say that we could have sold 250 TV sets during this same period if we had had the stock to do it.

"The important thing today, to our way of thinking, is personal salesmanship. And what makes salesmanship click or miss is its ability to handle the greater num-

ber of objections which prospects raise, topping these with real selling pointers. I am not low-rating advertising. We certainly do enough of it ourselves. The ads get them in, get the leads, pull the phone calls. But the payoff comes when the salesman meets his prospect.

"That is why I stress the fact that the key to mass merchandising lies in the ability of the salesmen to meet and handle customer questions and objections. The customer has learned many of the basic facts from the ads; others he can get in short order from the salesman. It's the ability to handle the selling queries and objections which pays off in landing the orders."

What are the big customer questions and objections which the salesmen of Lambert's Appliances meet? And what are the selling answers which, experience at the store has brought out, get the orders? Herbert Lambert, Jr., notes that five big questions seem to recur time after time in selling presentations for television sets. The five—and the answers which he and the Lambert's Appliances sales force have found effective in topping the objections and swinging the sale—are:

Objection: "There is only one television station around here now. I would rather wait until there are more stations telecasting."

Selling answer: "This set I am showing you is equipped—as are all of these high quality television sets—with 12 channels. As soon as another television station begins to broadcast in the New Orleans area, you'll be able to get it immediately, and enjoy its programs without any delay.

"However, there is one fact you should consider. For the time being, at any rate, there are no new television station licenses being issued by the Federal Communications Commission. Even if there were, it could be years before another station actually went on the air here. Why deprive yourself of all the enjoyment a TV set can give you, for all of that long time? Right now, WDSU-TV, the local station, is offering some truly fine programs. And the programs are getting better all the time."

Objection: I don't like a small screen, and the big screen costs too much."

Answer: The screen is small, or it is large, depending upon how and where it will be used. It's nice to have a large screen. But as a matter of viewing fact, the big screen can hurt your eyes if it is placed in a small room. Technicians say that there should be a ratio of about one square foot in room area to one square inch in screen area for best reception. So it is the size of your room that counts. Now, as a rough approximation, what would you say is the area of the living room in which you plan to put your television set?"

Objection: "Television sets still cost too much; I'll wait until the price goes down some."

Selling reply: "The prices of good TV sets have come down a good bit. There is a chance they will come down some more in the future. But—the price is well stabilized now, and television is not a good bit more expensive than radio. Besides, there is the fact that families who own television sets undoubtedly save considerably on outside entertainment, shows, and such. In view of the pleasure it gives, and its great convenience, television at today's low price is a wonderful buy."

Objection: I'm waiting for color television to come along."

Selling topper: "Not for three years, and more likely not for at least five years, will we have color television in New Orleans. The Federal Communications Commission people are watching television manufacturers closely, and you can bet your last dollar safely that they won't allow color TV to come on the market until it is fully perfected—as good in reception and clarity as black and white TV is today. And even when color comes, you must remember that there will be many more black and white television stations than color stations.

"You can look at it this way. We didn't wait, and we don't wait, for Technicolor in order to see a movie. It is the quality of the show, and not the color, that counts.

"TV sets which will receive color will cost more than these, too. Perhaps a great deal more. Why wait for something that won't arrive for a long, long time when you can have high quality enjoyment right now?"

Objection: "TV reception is still too poor; I'll wait until they improve the sets somewhat."

Sales reply: "Television reception here in New Orleans is as good as that you'll find anywhere in the United States. In fact, it's better than in most cities. It isn't the station, but the set, that counts. That and the skill of the technician who installs it.

"The sets we sell are of high quality. You get extremely good reception. Our particular sets have built-in aerials which allow much better than average reception, provided the set is installed correctly, and faces in the right direction. Folks who complain about reception aren't complaining about these sets, nor about the expert installation work which is done by the Lambert's Appliances technicians. We give 90-day free service to make sure that you are completely satisfied with the reception you get, and even after that, we check back periodically and we are ready to come out any time you call."

2. —*Through*— SURVEY INFORMATION

◆ DEALERS HANDLING television would do well to quote facts and figures on the popularity of the new medium to prospective buyers, as a sound basis for their comebacks to prospects' objections.

A recent survey conducted in co-operation with a television manufacturer revealed quite a few interesting findings. Television brings more benefits to families with low incomes than to those in the high-income brackets. That is the finding of a spot survey made of two groups of Chicago families by an independent

(*Continued on page 94*)

SALES CAMPAIGNING

by T. Denis Gardner

. . Original selling and rental schemes get new dealer off to fast start

◆ THE Standard Electric Supply Company, 3708 South Peoria Ave., Tulsa, Okla., is enjoying a rush of business greater than the anticipation of its enthusiastic young owner and manager, Steve Osborne, who opened his new family type utility store on February 3, 1950.

Mr. Osborne attributes his big volume of trade in the electrical appliance line to various innovations in sales campaign schemes which he himself originated, many of which are original in the state of Oklahoma.

For the past several years, Mr. Osborne has been an electrical manufacturer's factory representative. He traveled 13 states conducting salesmanship classes, sales campaigns, and contests for the company, and therefore is well acquainted with the electrical appliance business and what makes it a success or a failure. He has even written many of the advertisements for the manufacturer and knows from experience how to catch the eye and the curiosity of prospective customers.

Like most aggressive and ambitious young men, he had always dreamed of owning his own successful business, and no one who knows him doubts that this, his first venture toward realization of his plans, will be a success.

Steve Osborne, owner and manager of the Standard Electric Supply Co., Tulsa, Okla.

"The first things a man must decide upon is a business he knows, a good dependable line of merchandise, a favorable location, and an attractive building with good window display possibilities," emphasizes Steve Osborne. His building is not new, but he had it redecorated inside and out, with cleancut modern lines and pastel colors which would appeal to women. His window display is uncluttered, and kept clean and neat at all times. Even his floor covering of rubber tile was selected from a psychological viewpoint.

"The first things a man must decide upon is a business he knows, a good dependable line of merchandise, a favorable location, and an attractive building with good window display possibilities.

"I chose an appliance line that the general public knows is one of the best."

Mr. Osborne's building is not new, but he had it redecorated inside and out, with clean-cut modern lines, and pastel colors which would appeal to women, who do most of the appliance buying. His window display is uncluttered, and kept clean and neat at all times.

"Even my floor covering of rubber tile was selected from a psychological viewpoint, with pattern lines running from the entrance to the center of the room where my main display counters are located. You know if you even paint a line on the sidewalk, people will follow it!" Mr. Osborne said. "And they just naturally will be drawn in a straight line to the place where you want them, if you have the line on the floor!" The design is a block pattern in three colors, with diagonal lines in one color running from the corners to the center.

For his location, he chose one of the newest and fastest growing commercial and industrial suburban districts on the south edge of Tulsa on a busy highway. He obtained a list of the 5,000 residents

(Continued on page 96)

Don L. Small, appliance dealer, Columbia, Mo., left, recently ran "wagon" tests on all kinds of electrical merchandise. Each interview on the road was closed with an invitation to buy lamps, irons, toasters, mixers, sweepers, etc. Sales were made in all lines, but electric irons sold the least due to their high saturation point.

MOBILE SELLING

. . "Appliances move faster when they are truck displayed"

by L. H. Houck

◆ IN AN EFFORT to determine the selling possibilities of truck-displayed electric appliances, and to find the answer to the problems of store traffic and future competition, Don L. Small, appliance dealer, Columbia, Mo., made a series of test-runs recently with a specially designed truck.

He found out many important things about selling. He found out that both city and country people like to look at the latest ranges and refrigerators when they are brought to them.

He found out that the more calls made, the longer the list of prospects, because those called upon always know of others who are about to buy a new appliance.

The story begins with the truck, which is a van type vehicle on a two-ton chassis. Three refrigerators and an electric stove can be displayed in the truck. Wire racks were built on the sides for displaying traffic appliances and lamps. Various changes were made in the stock taken out in the truck.

The truck was originally designed so that the various appliances could be turned on and actually demonstrated. While an extension cord will be carried for this purpose, most of the merchandise will be displayed for its "look," and if sold, delivered to the customer on the spot. The customer usually prefers an appliance that has not been demonstrated.

Highest sales are made on roads where rural customers have only recently received electric service. These customers are anxious to look at merchandise in a truck when there is no obligation. They

The country road leads to record appliance sales. Farm houses, such as this one, often contain more than $3,000 worth of appliances. Almost any farmer being supplied now with electricity will eventually buy as much as $2,000 worth of electrical merchandise, and an average of $2,400.

would not think of going to town to look at it in the store, because they think they are not ready to buy.

These test-runs made by Mr. Small, in which he trained several salesmen in the truck-selling method, indicate that the salesman must be prepared to close a sale and deliver the merchandise at the same time. Consequently his future "wagon-trained" salesmen will make terms, collect the down payment, and deliver the merchandise out of the truck. The question of checking on credit enters the picture but experience has proven so far that credit checking on farm-owning rural customers is not often needed. In fact, most of them prefer to pay cash.

During the test runs, many sales were made directly from the truck, and Mr. Small said there was always much pleased surprise at their answer to the question, "When can I get it?"

"Right now," was the astonishing answer, and the refrigerator or electric range was unloaded, taken into the house, and connected. A subsequent check on these customers has disclosed that they soon appear at the store to look at other appliances or to make other purchases. The inference is that they like the service and want more.

How They Approached Customers

The approach formula used with most success by Mr. Small in his tests, was to ask the customers to look and never ask them to buy.

For instance they would drive the truck up to a farm house and ask the lady of the house if she would like to look at the latest home freezer, the newest refrigerator, or the latest in electric ranges, explaining that the merchandise was displayed in the truck and that there was no obligation. The prospect was not asked whether she owned any of these appliances or not, since the resulting interview would soon disclose without asking just what appliances she owned and usually which ones she wanted to own.

The best time to call at a farm house is during the noon hour, it

(Above) Don Small's "test runs" in residential sections of small towns indicate high volume possibilities. Customers were always invited to look and never asked to buy until the customer opened the subject by asking questions. This almost automatically separated the curiosity seekers from bonafide appliance prospects.

A loose-leaf catalog lists and pictures every item in the dealer's appliance lines, and when a customer voices a need for something not in the truck, out comes the catalog. Only the most popular sizes and most commonly purchased items are carried on the truck. Changes are made in the stock carried, and merchandise can be sold and delivered on the spot.

Merchandise delivered immediately never fails to delight a customer, according to Mr. Small. This is particularly true when selling from Small's truck because his "wagon" merchandise is not connected or demonstrated. "Everybody knows how it works," Mr. Small said, "but prospects want to see what it looks like."

was developed, followed by rainy days or days when work in the fields was impossible.

At such times the whole family was usually at home, and they all took a look. Better still, it led to a discussion of the advantages of the newest in electric appliances and to information on who in the neighborhood owned what. Mr. Small said they were quite often advised to see some certain person in the neighborhood, who was just about to buy an electrical appliance, and many of these tips led to sales.

They found out that the early bird doesn't always get the worm. For instance, they tried the truck out on roads where the electric lines were either being built or were supposed to be built in a short time, but almost no sales were made.

The reason for this was that many of the residents along these roads had been waiting for electric lines for two or three years, and they were not going to buy any appliances until the juice was in the house.

The first item purchased by those just getting electric service is usually a refrigerator. The customers then buy an item at a time and seldom buy the whole list at one time because of the large outlay. Refrigerators and conventional washing machines come first.

When it is realized, according to Mr. Small, that most of the customers who are installing their first electric appliance eventually buy between $2,000 and $3,000 worth of merchandise, it is more readily apparent how important the first impression is.

How Customers Were Handled

"We drilled it into our truck salesmen that each person on which they called in new electric line territory was a potential buyer of $3,000 worth of our merchandise," Mr. Small said. "We wanted the prospect treated as such, and any resemblance to high pressure or hurried selling was left out. Our main approach was that the merchandise was the latest, the best, and was brought for them to look at, with the idea that we would like to make our service and our store so well liked that they would trade with us."

Almost no one refused to visit the truck display and look at the merchandise. Driving down the country roads, no homes were missed, no matter how small or how big. On days when the most calls were made, the sales were less; on the days when the least calls were made, the sales were greater. This is easily understandable because when there is time for a lot of calls it means that they are looking and not buying.

Their record sales occurred on a day when but two calls were made. Both of the prospects bought large orders.

Small appliances are carried and stocked in the truck on the theory that a small sale might pay for the call when a large sale could not be made.

In addition to electric irons, lamps, radios, toasters, mixers, and other electrical housewares, they stocked and sold on approval an automatic defroster that could be installed on any refrigerator.

The electric defroster sold for $9.95 and was an item that had to be tried out before it could be sold. It was a good contact with prospects, and often led to the sale of other merchandise.

One of the things discovered in running the tests with the truck was that people made their selections much easier in the truck than they did in the store. This was due to the fact that they had less to select from, while in the store they had dozens of floor displays.

On new electric lines there was not much trouble from trade-ins except in the case of washing machines. Most of those buying a new washing machine had a gasoline-operated machine to trade. However, this circumstance was often turned to an advantage. They were taken in whenever offered and then converted to electricity at the store and sold through the company's trade-in outlet.

However when a customer could not be sold a new washing machine, the truck salesman was often able to sell the customer an electric conversion job on which there was a reasonable profit. In addition, there was always the

(Continued on page 94)

"Something going on" holds customer interest . . .

HOUSEWARES DEMONSTRATIONS

by Beatrice Miller

◆ A VITAL traffic - stimulating contest run parallel with an educational campaign in electrical housewares was undertaken recently by one of the most progressive and enterprising electrical shops in Washington, D. C., Dowd's Chevy Chase Radio and Electric Company.

A baby contest that brings people in for entry blanks exposes them to demonstrations in the handling of electric cornpoppers, coffee makers, fryers, waffle irons, grills, teapots, and other electric housewares. Demonstrating each appliance a whole week, Dowd's opened with the coffeemaker, collaborating with the Wilkins Coffee Company by serving their product.

"Our electrical housewares demonstrations are planned primarily to acquaint the public with the use of these electrical household appliances," said William A. Berger, sales promotion manager, and he added, "it lends prestige to a store when there is something going on."

An appliance salesman discussed coffeemaking with the customer as she sipped the coffee he had just made. Dowd's promotion expense on the coffeemaker came to approximately $5 for cream and sugar. Neither direct mail nor newspaper promotion was used in the housewares campaign. It was planned as an informal, casual service to every customer who visited the store with factory literature readily at hand and well displayed.

Promoting only one appliance

(Continued on page 94)

(Above) The deep-fat fryer, one of a series of electric housewares being demonstrated by Dowd's Chevy Chase Radio and Electric Co., Washington, D. C., always evokes an interesting reaction from a customer when W. R. Dixon, electric housewares salesman, tells her there is no need to change the shortening. (Left) This customer is pleased to learn from Mr. Dixon's demonstration that an amateur cannot make bad coffee in an electric coffeemaker. Promotion expense for the coffeemaker came to approximately $5.00. Each appliance being demonstrated in Dowd's current campaign is on view for an entire week by itself.

News Roundup

New Sales Policy For Everhot Housewares

◆ A NEW sales policy, involving a revised discount arrangement for distributors and dealers of Everhot electric housewares, manufactured by The Swartzbaugh Manufacturing Co., Toledo, Ohio, has been announced by R. R. Fowler, newly appointed sales manager.

The new discount policy, effective immediately, is as follows:

Distributor Shipments—50 per cent.

Distributor Drop Shipment (to retailers)—40 and 10 per cent.

Dealer—one—33½ per cent; two to five inclusive—36½ per cent; six or more—40 per cent.

According to Mr. Fowler, Swartzbaugh will manufacture their products on an established manufacturing schedule to meet these minimum quotas given to their representatives. As sales increase, the manufacturing schedules will move accordingly.

This revised sales plan will be backed up by a large promotional program planned by The Griswold - Eshleman Company, Swartzbaugh's new advertising agency.

Vastly increased volume is anticipated on the Everhot line under this new set-up, Mr. Fowler said.

Youngstown Adds Dishwasher to Line

◆ THE Mullins Manufacturing Corporation will enter the electric dishwasher field in September with a 27-inch automatic dishwasher and a 48-inch electric sink as additions to its Youngstown Kitchens line, it has been announced by George E. Whitlock, president.

The units began coming off the new production line at the company's Salem, Ohio, plant in June. Whitlock said the firm is spending more than $1,000,000 for new dies and equipment and in remodeling 64,000 square feet of factory space for production of the units.

While details of the Youngstown dishwashers were not revealed, the announcement said the units operate on a new and "revolutionary" dishwashing principal that is the product of several years' research and field testing.

Executives of the 64 national distributing firms handling Youngstown Kitchens saw the new products and heard merchandising plans at factory meetings in May. Introductory distributor-dealer meetings are scheduled for July and dealer training and service meetings will be held in August.

National consumer advertising and other promotional plans will break early in September when the dishwashers reach the market.

Mullins recently reorganized and enlarged its Youngstown Kitchens field sales force in anticipation of entering the dishwasher field. Five sales zones were created, each headed by an experienced sales manager, and trained service men added to the field staff of 15 regional sales managers.

Accounting System Devised by Crosley

◆ A COMPLETE accounting system, that incorporates up-to-date business and management techniques, has been devised by the Crosley Division of Avco Manufacturing Corporation for the use of its franchised major appliance dealers.

The system is contained in a manual that outlines only the necessary accounting functions to provide the dealer with complete control of his business activities.

W. A. Blees, Avco vice-president and Crosley general sales manager, said that in providing the system designed especially for the specific use of appliance dealers, the company was following its announced policy, "to work with dealers for profits."

The accounting system comes in a standard package that contains a chart of accounts with complete description of all accounts, samples and descriptive

ATTRACTIVE SALES APPEAL — Stone pillars, plenty of glass and neon, and a paneled superstructure added to a king-size quonset-type building makes for plenty of attractive sales appeal. Ward Thomas, owner of the Economy Appliance Co., Paducah, Ky., completed this new 100-foot front a little over a year ago. He had been in business at this location for 10 years.

RANGE SELLING HITS HIGH NOTE — Dallas electric appliance dealers, distributors, salesmen, and their wives heard Jack E. McBride, sales manager of General Electric Company's Range Division, hit a high note on electric range selling recently at a barbeque dinner sales meeting held in May and sponsored by the Dallas Power & Light Company. There were 650 in attendance at the meeting, which was a highlight of the power company's Spring Electric Range and Food Freezer campaign which opened March 15 and extended through June 15. This is the second of many such campaigns planned for a five-year period.

use of all forms required in a dealer's business, sample entries and descriptions on Distribution Journal, and a management section that deals with budgets, trade-ins, stock turnover, definition of terms, figuring business percentages, defining margin, and mark-up.

The system also includes a bulletin-reporting service to keep dealers up to date on current developments in the appliance business. Dealers will also be assisted by management and organization specialists who operate out of Crosley's regional offices and distributors.

Huge Market in Player Replacements

◆ WEBSTER-CHICAGO Corporation has launched an intensive drive to capture what it calls "the biggest market for radio components in history" when it begins a campaign to sell low-priced three-speed record changers for replacement of obsolete units in use.

Pointing at the estimated 15,000,000 home phonographs that play only one or two types of records, the firm will unveil its campaign at a whirlwind "Flying Circus" series of meetings with its representatives and distributors. Holding as many as six meetings a day, officials of the firm will cover 22 cities in four days. The territories covered represent 64.9 per cent of the total potential market.

The push will be behind the new models of three-speed changers for replacement and for plug-in to radio and television receivers. They are the Model 100, for replacement, retailing at $46.50, and the Model 551, for plug-in, at $51. Other models featuring the G. E. reluctance pickup will also be offered.

The units will play 7", 10" or 12" records in 33 1/3, 45 or 78 r.p.m. speeds automatically. Only adjustment needed is setting for the speed. A new spindle design lowers each record easily, and a "feeler" regulates swing of the tone arm to the width of the record. A new "Automatic Manual" position permits playing "inside-out" and home recordings. A velocity trip gives fast record change and assures a minimum of wear on the records. There are no lead-in springs or lateral needle pressure. The pick-up arm comes to the rest position after the last record has been played.

Pointing out that the 15,000,000 possible replacement sales and demand for plug-in changers represents a market potential of more than $900,000,000—a portion of which would constitute a huge sales volume—Webster-Chicago is scheduling record-breaking production of these units for the rest of 1950, according to W. S. Hartford, general sales manager.

RICHMOND DEALER SHOW—Bill Kieffer, General Mills Middle Atlantic district manager, shows George Bowers, of Bowers Wholesale Corp., the double bi-metal switch and timer in the new General Mills automatic toaster at the recent Bowers Wholesale Dealer Show in Richmond, Va.

Whirlpool Names Memphis Contest Winners

◆ THE SIX TOP Whirlpool home laundry equipment salesmen in the Memphis area, as determined in a six-week sales contest, have been announced by the Wallace Johnston Distributing company, company, Memphis, which conducted the competition.

The winners are, in the order of finish: Woodrow Wages, Haddad's, Millington, Tenn.; Harris Boyd, Wallace Johnston Appliance, Memphis (a separate company from the contest's sponsor); Thomas L. McCurley, Hinton and Hutton, Memphis; W. F. McCoy, Jenkins - Leach, Inc., Memphis; Ben Gruber Appliances, Memphis; Potts Appliance company, Corinth, Miss.

The six won an all-expense trip to Chicago and St. Joseph, Mich., and government savings bonds. Wages, No. 1 man, also won an engraved wrist watch. Other competitors won savings bonds for achieving the specified sales quota during the promotion.

The Whirlpool distributor said that the contest, in addition to increasing sales, served to add to interest in Whirlpool among the several hundred dealers in the Memphis territory.

Small-Set Conversion Plan for Admiral

◆ SMALL SET TV owners can more easily convert their little ones into big ones as a result of a new sales plan announced by Admiral Corporation.

Wallace C. Johnson, vice-president in charge of sales for Admiral, said that retailers could offer a special $100 trade-in allowance to owners of 7- and 10-inch sets on the purchase of any of the company's 19-inch-tube models.

Johnson termed the move an educational one to more speedily acquaint the public with the advantages of the giant 200-square-inch tube. Admiral's "filteray" effect, he said, makes it possible for watchers to enjoy motion-picture-like television from a distance as close as three feet. No room is too small for this size set, he said.

Dealers, Johnson added, are being afforded a comparable discount, plus the resale value of the old small sets.

New Distributor Appointments

APPOINTMENT of Coastal Equipment Co., Inc., 2015-2019 Congress St., Houston, Texas, as exclusive distributors of Arvin radios and television receivers has been announced by Raymond P. Spellman, radio and TV sales manager for the Arvin division of Noblitt-Sparks Industries, Inc.

While the Coastal organization is a newcomer in the radio and appliance fields, Frank G. Atwater, president of the firm, is well known in the wholesale appliance trade throughout the Houston area.

All of Houston and suburbs and other towns and cities in southeastern Texas will be handled by Coastal, Mr. Spellman said.

•

APPOINTMENT of several new television distributors has been announced by John Meck Industries, Inc. Included in the appointments are K. F. Wilkinson, 432 North Main St., San Antonio, Texas; and Wellford Distributors, 1658 Union Ave., Memphis, Tenn., headed by Harry A. Wellford.

Each distributor will handle the entire line of Meck table model and console television sets and radio-television combinations.

•

THE FOLLOWING Silent Breeze fan distributors have been announced by the Ventilating Division of the Holcomb & Hoke Mfg. Co., Inc., Indianapolis, Ind.

Clark & Fay, Inc., Memphis, Tenn.; Levinson Electric Supply Co., Charleston, S. C.; Maxwell Bros. Supply, New Orleans, La.; McKinney-Newman Co., Lexington, Ky.; Noland Co., Inc., Birmingham, Ala.; Harvey Hardware Co., Inc., Pensacola, Fla.; and The Stone Co., Inc., Dallas, Texas.

APEX 1950 MERCHANDISING PROGRAM — The sales and merchandising program of the Apex Electrical Mfg. Co., of Cleveland, for the remainder of 1950, was presented to divisional sales managers of the company recently at the company's home office. Among those attending the meeting were (left to right): Kamel Hassan, eastern division, Amherst, Mass.; Earl Bosley, central division, Cleveland; J. C. Thomas, southern division, Atlanta; L. D. Stull, western division, San Francisco; Dayton Young, mid-west division, Chicago; and Miss Rita Rolling, assistant in the sales department.

Names and Faces

Ronald W. Lambert has been named regional representative by **Hamilton Beach Company**, Division Scovill Mfg. Co., for North and South Carolina and the eastern section of Tennessee. **Norman Brown**, who has been covering this territory will concentrate his efforts in Florida, Georgia, and Alabama.

R. W. Lambert

•

Bret C. Neece, vice-president and general sales manager of **Landers, Frary & Clark**, has announced the appointment of **Richard R. Averill** as district manager of the range, water heater, and home laundry equipment divisions of the company in Louisiana, Northern Texas, Arkansas, and Oklahoma.

•

C. H. Rippe, sales director of the Home Appliance Division, **Hamilton Manufacturing Company**, Two Rivers, Wisc., has announced the appointment of four additional sales representatives. This increase in the Hamilton field sales organization is part of an overall expanded production and sales program on the Hamilton Automatic Clothes Dryer.

Included in the new appointments is that of **Robert T. Hoopes**, who will take over the Mid-Atlantic Coast territory with headquarters in Washington, D. C. The Southeastern territory will be covered by **Charles W. Haley**, who will headquarter temporarily in Atlanta, Ga.

Robert K. Burbidge, formerly sales manager of Bi-State Distributing Corporation of Omaha, Nebr., will represent Hamilton in the Southwest.

Mr. Rippe said with regard to the expanded program: "Sales activity on clothes dryers has increased tremendously in the past few months. To properly serve this rapidly developing market, Hamilton is intensifying its field sales activities. We are re-aligning our territories and adding sufficient field personnel to give the best possible service to our distributor-dealer organization."

Hamilton is also erecting new factory and warehouse facilities, and conducting a nation-wide window display contest for dealers as part of the new program.

•

Appointment of **Willis O. Jackson** as southeastern regional sales manager for the receiver sales division, **Allen B. Du Mont Laboratories, Inc.**, has been announced by **Walter L. Stickel**, national sales manager.

Willis O. Jackson

Mr. Jackson, a graduate of the University of Georgia, in 1938, was sales manager for the Edwards-Harris Company, Du Mont's Atlanta distributor, from March, 1949, until the present time. He has been connected with merchandising and sales of appliances since his discharge from the army in September, 1945.

Mr. Jackson is already in his new post, following an indoctrination period at the Du Mont plant at East Paterson, N. J. His temporary headquarters will be at 517 Pine Forest Dr., Marietta, Ga.

•

James V. (Val) Russell has been appointed appliance district manager for the Southeastern District of **Westinghouse Electric Corp.**, with headquarters in Atlanta.

Mr. Russell was born in Virginia and was educated in public and private prep schools in West Virginia. He received his college training at the University of Virginia.

In 1926, Mr. Russell went into the appliance business as a dealer in West Virginia. He later managed the electric appliance department in a department store in Virginia for four years, followed by two years as manager of the commercial refrigeration department for a Westinghouse distributor in Washington, D. C.

James V. Russell

In 1937, he was employed by the Westinghouse Electric Corporation as household refrigeration supervisor for North and South Carolina. He was transferred to Atlanta in 1940 and appointed district sales promotion manager.

Mr. Russell held this position until his recent appointment as appliance district manager for the Southeastern District.

•

J. J. Fitzpatrick, of Cincinnati, will serve as the Electrical Division representative of the **National Enameling and Stamping Company** in the West Virginia, Kentucky, southern Ohio, and Indiana territory, according to an announcement made recently by **G. M. Douma**, sales manager of NESCO's Electrical Division.

Mr. Fitzpatrick was formerly vice-president of sales for Sperry Lamp Company and has spent the last few years as a factory representative.

•

W. C. Conley, Jr., has been appointed general sales manager for **The Coolerator Company**, it was announced by **Ward R. Schafer**, Coolerator vice-president and general manager.

The creation of this new position is the result of Coolerator's rapid expansion in the past 18 months, Mr. Schafer reports. Since the fall of 1948, Coolerator has added a complete line of electric ranges, domestic and commercial freezers, and has increased the refrigerator line to five models. In his new position Mr. Conley will co-ordinate all the component activities of the entire Coolerator marketing division.

Included in Mr. Conley's responsibilities will be the supervision of all field and home office sales personnel, advertising, sales promotion, sales training, publicity, market research, and order service.

Product Parade

FM/AM Table Radio

A NEW IMPROVED FM/AM table radio was announced recently by Motorola Inc., 4545 Augusta Blvd., Chicago 51, Ill., television and radio manufacturers. This set (model 7XM21) is housed in a brown bakelite cabinet with contrasting gold embossed dial numbers and control knobs. Shipments to dealers will begin immediately. The set is priced at $49.95.

A new radar-type permeability tuner has been incorporated into this model to insure maximum sensitivity, selectivity and stability. The intermediate frequencies have been selected to give high rejection of images. Oscillator radiation is minimized, preventing interference with other nearby FM sets and television receivers.

Dual and triple purpose tubes give this set console type performance with table size compactness. The cabinet measures 12-1/16 by 7-1/4 by 7-1/2 inches. The tuning range is 88-108 megacycles on the FM band and 535-1620 kilocycles on AM. The entire tuning unit, including tubes and components, is rubber mounted to minimize microphonics. Filtered power supply and individual shielding of all IF transformers make the set extremely quiet in operation. An Alnico V dynamic speaker is acoustically matched to chassis and cabinet for improved tonal fidelity.

•

Electric Clothes Dryer

A NEW, AUTOMATIC, tumble-action electric clothes dryer that operates on 115-volt house current and fully dries a nine-pound load of clothes in less than two hours has been introduced by the Westinghouse Electric Appliance Division, Mansfield, Ohio. The same load can be damp-dried by the machine for ironing in less than 50 minutes.

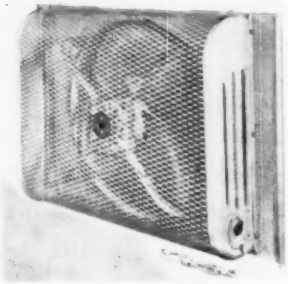
Called the D-3A, the 115-volt dryer has been made possible by the development of a new air flow system that injects fan-blown heated air directly into the center of the tumbling clothes from an opening on the loading chute inside the machine. A single control dial turns off the unit when the time for which it is set is reached.

The D-3A has a 1500-watt heating element concealed in the blower housing duct below the basket to eliminate any danger of contact with the clothes. A one-sixth horsepower, 60 cycle, 1725 rpm, a-c motor drives a six-inch fan at motor speed and rotates the basket at 50 rpm.

•

Frigid Window Fan

FRIGID No. 20K window fan, a product of Circulators and Devices Mfg. Corp., 128-168-32nd St., Brooklyn 32, N. Y., is designed to harmonize and blend with any surroundings. Only 6½ inches deep, it occupies no other usable room space, and operates at three speeds, 1050, 850, and 650 rpm.



The fan is equipped with rubber hub propeller and motor mountings. A new motor-noise silencer makes air quieter.

The 20-inch fan has a frame 29½ inches wide and 23½ inches high, and is 6½ inches deep. It is adjustable to windows 29½ inches to 38 inches wide.

•

Three-Way Water Heater

THROUGH USE of a patented adjustable element, any of three volumes of water is heated in a revolutionary new automatic electric home water heater introduced recently by A. O. Smith Corp., Kankakee, Illinois. The unit, named the Smith 3-Way, utilizes the immersion principle of water heating. A C-shaped element may be adjusted and locked into any of three positions. Placed in upper position it heats the 50-gallon strata of water above it; in horizontal or intermediate position, the element provides 60 gallons of hot water; and in the lowest position it heats 80 gallons.

In addition to the change of position, this element may be set for wattage of 1,000, 2,000 or 3,000, depending on the terminal connections.

From the point of view of the distributor and dealer, the Smith 3-Way has the advantage of requiring a lower inventory investment, since one heater, fulfilling various customer requirements, takes the place of three in stock.

•

Hoover Aero-Dyne Cleaner

A NEW MEDIUM PRICED Aero-Dyne tank cleaner, featuring a disposable paper bag, has been announced by The Hoover Company, North Canton, Ohio.

The Aero-Dyne 41, complete with cleaning tools, has a suggested retail price of $59.95 and the purchaser's old cleaner, or $64.95 without it. It has a streamlined hammered gray enamel body, with steel ends and plastic handles in maroon.

Convenient handles on both top and end make it easy to carry, easy to store horizontally or on end. Besides the disposable bag, it is also equipped with the conventional cloth bag.

The new Aero-Dyne 41 also features

the "litter-getter" rug nozzle, an exclusive Hoover innovation, which gets surface litter as well as deep down dirt faster, according to the manufacturer. A retractable bristle brush is resiliently mounted to provide a self-cleaning action.

Weighing 14½ pounds, the cleaner has a 1/3-horsepower motor which operates on a-c or d-c with a speed of 14,600 rpm. The motor is mounted on rubber supports for more quiet operation. A felt filter between the bag and motor gives added protection against dust's entering the motor.

•

TV Service Data

To MEET the immediate urgent needs of TV service technicians for circuit data simultaneously with the release of new models, Howard Sams, Indianapolis publisher, announced that Photofact Publications will offer special advance service data at no extra cost to subscribers. Further details may be obtained by writing Howard W. Sams & Co., Inc., 2201 East 46th St., Indianapolis 5, Indiana.

Beginning with the purchase of regular Photofact Set No. 91, the service technician will receive a 64-page Preliminary Data Supplement, No. 91A, containing schematic diagrams and other data on over 100 TV models, at no additional charge. At present other such Supplements are planned for distribution with Sets Nos. 93 and 95. All data is set up in uniform, easy-to-use style and will be listed in the periodically issued Photofact Cumulative Index for quick location of needed material.

Reason for this special offer is that servicemen need TV data immediately after sets are released on the market. TV owners are calling for repair and adjustment service within a very short time after purchasing their sets—sometimes within hours after installation. Photofact TV Supplements are designed for immediate use to fill the gap until Photofact Folders are issued.

•

Ventura Window Fan

THE MANUFACTURE of a new self-contained portable Ventura window fan was announced recently by the American Blower Corporation, Detroit 32, Michigan.

Designed for delightful comfort cooling, the Ventura window fan which has a 24-inch diameter propeller is reasonably priced at $59.50 f.o.b. factory, and requires no installation expense, no cutting or patching, no grilles of any kind.

The Ventura window fan performs a dual function—operating as either a supply or exhaust fan. In addition, the Ventura window fan may be used as a floor circulator since safety grilles are provided at both the front and the rear. All units carry Certified Ratings and are extremely quiet in operation.

ANNOUNCING THERMO JET Another Everhot Famous First!

WITH NEW MIRACLE DISC CONTROL that gives temperature range up to 50°... varies air output up to 35%

Cool Cash for you with hot new fan, heater, air circulator Model No. 912

- It heats... it cools
- It's a genuine air circulator
- It has exclusive miracle disc control
- It's only $19.95
- It's another Everhot First!

ONLY $19.95 RETAIL

Well, Everhot has another scoop in electric housewares news. Another famous Everhot "First" that will scoop in quick profits for you.

It really *heats*—and the new, exclusive Miracle Disc gives you as much as a 50 degree temperature range, the exact degree of heat you want. It really cools. It's an honest-to-goodness air circulator . . . the adjustable fan has a range of 1900 R.P.M. to 2300 R.P.M. It's an ideal multi-purpose appliance that meets a very wide need as a floor circulator or spot heater . . . air from a whisper to a wind. It's sturdily built, perfectly balanced and non-tipping. And styled for efficiency *plus* beauty. Note the name—Everhot "Thermo Jet" Model 912.

And—it's priced to carve out a whole new slice of the appliance market . . . priced for volume all year long. See your Everhot distributor today. Get with the newest Everhot *first* for a new high in heater volume!

OTHER EVERHOT FAMOUS FIRSTS
FIRST Electric Cooker
FIRST Finger Tip Roaster Cover Control
FIRST Steam Cooker-Canner (Conserva)
FIRST Interlocking Rangette Switch

Order Now For Early Delivery . . . Full Freight Allowed

THE SWARTZBAUGH MFG. COMPANY
Est. 1884 Toledo 6, Ohio

New..New..New..Too!

EVERHOT Model 911 AIR-FLO Fan Type Heater

Light brown enamel finish. Copper plated fan and grill. Wattage 1320. AC only. Size 9⅞" x 9⅞" x 7⅝". Shipping wt. 5 lbs. 4 oz.

A BEST SELLER AT $9.95

EVERHOT Model 817 RAY-VECTOR Room Heater

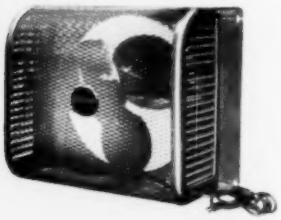
New, improved. A long time favorite, a fast mover. New chrome plated stand. Now fully adjustable. Wattage 1320. AC only. Size 15¾" x 17½" x 10". Shipping wt. 11 lbs. $14.95

See Our Representative About Special Dating and Anticipatory Discount Plan

NEW 40% DEALER DISCOUNT IN LOTS OF 6 OR MORE

International Window Fan

A NEWLY DESIGNED 20-inch cabinet model window ventilating fan has been announced by the Fan Division of the International Oil Burner Co. of St. Louis.



Aimed at the mass volume market indicated by last year's sales records for 20-inch window fans, the new model "Home Breeze Conditioner" will be the feature of the company's complete 1950 line of window fans, pedestal fans, and table air circulators. It will list retail at $49.95, federal tax included.

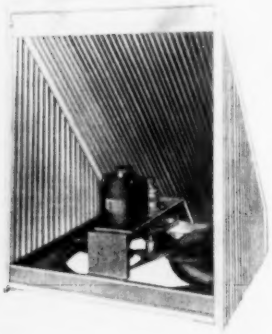
Enclosed in a baked enamel cabinet, the new 20-inch window fan will have the company's exclusive patented spring-suspended motor with silent, no-vibration operation. The direct-drive, two-speed 1/8 h.p. motor with three clover leaf fan blades is capable of delivering 2500 cfm (NEMA ratings) on low and 3500 cfm on high. Expansible side wings of sheet metal are easily adjusted to fit any window width from 25 inches to 37 inches, and no alterations or adjustments are needed.

•

Fan and Awning Combination

A NEW TYPE cooling system for home and office cooling, an exhaust fan and awning combination, is available from the Mercury Electric Corp., 719 Wyandotte St., Kansas City 6, Mo.

The corrugated aluminum awning fits over window openings up to 36 inches wide, and can be mounted on ordinary outside window casings. It does not interfere with the operation of the windows. The fan plugs in a light socket or appliance outlet, and is easily installed. It will cool an entire home containing five rooms or more.



The fan is equipped with a 24-inch, exhaust type fan blade, 1/4-h.p., heavy duty motor, and produces 5,000 cfm at 440 rpm. Retail price is $98.50. A junior model, for kitchens or small apartments, with capacity 1,500 cfm, retails at $69.50.

•

New Churn Models

Two IMPROVED electric churns have been announced by Southern Electric Products, Anderson, S. C.

One model, designated as Model H (heavy duty), has the following features: etched satin-finish aluminum;

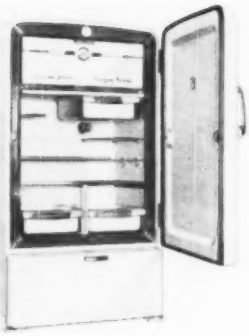
powerful forced air-cooled motor that is life-time oiled, and cushion mounted; high rated on-and-off toggle switch on motor; new combination graduated aluminum and rubber mounting plate for all large milk cans, stone crocks, glass jars; and sturdy two-blade adjustable dasher. It is suited for four or eight gallon churning capacity.

Another churn, Model D (Deluxe), is finished in white enamel. It has a slow-speed, cool-running motor, rubber mounted, with oversize bearings and requires no oiling. The new type round graduated metal and rubber splash plate covers openings of all size stone crocks, milk cans, and glass jars. A propeller-type adjustable dasher is provided. The capacity of this churn is three to five gallons.

•

L&H Freezer Chest

LATEST ADDITION to the refrigerator line of the A. J. Lindemann & Hoversen Company, Milwaukee 15, Wisconsin, is the freezer chest type shown here, Model 9202. Special features include an 8.5 cu. ft. net storage volume, frozen food and ice capacity of 53½ lbs.,



triple chrome plated shelves, Free-ezee ice cube trays, 1.39 bushel dry storage bin, 2 ten quart crisper drawers, and the famous hermetically sealed Tecumseh compressor unit.

•

Frigid Lo-Boy Fan

AN ATTRACTIVE hassock fan, designated as Model No. CC12, has been announced by Circulators and Devices Mfg. Co., 22 Rose Street, New York 7, N. Y.

Sturdy enough to sit on, the new unit includes a 3-speed heavy duty GE motor that never needs oiling, a 12-inch 4-blade Vairified aluminum air propeller, baked finish in duo-tone wheat and walnut, and venturi type grilles for maximum efficiency.

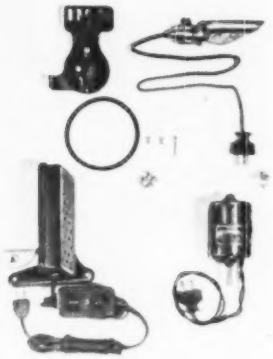
According to the manufacturer, the aerodynamic design allows floor level cool air to circulate throughout every part of the room evenly.

•

Sewing Machine Kit

DISTRIBUTION of the new Electri-Kit, which will convert any foot-pedal sewing machine to electric operation, has been announced by the Electric Motor Corporation Division of Howard Industries, Racine, Wisc.

Each kit is completely equipped with an EMC sewing machine motor, foot pedal rheostat, electric lamp set, bracket, bolts, belt, pulley, and explicit instructions for installation.



Three models of the kit are being produced in order to service all old machines on the market. Model S-1 for Singer-type, W-1 for White model machines, and the R-1 kit for all other types of machines. R-1 kits include a drill and tap.

Through use of this motor, any treadle machines may be converted merely by use of a screw driver, installation taking only a few minutes.

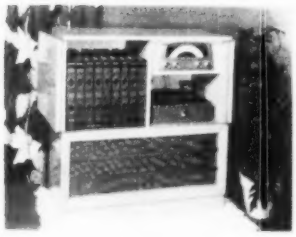
•

G. E. Combination

A new radio-phonograph console with AM and FM radio and a three-speed phonograph for automatic playing of all size records is now being shipped to distributors by General Electric, Syracuse, N. Y.

The new combination unit is being made with a mahogany veneer cabinet (Model 752) priced at $229.95, and a blonde Korina cabinet (Model 753) priced at $239.95.

Features include genuine Armstrong FM radio, the company's electronic record reproducer, a dual reversible stylus on the tone arm for three-speed record changer, a 12-inch Dynapower loudspeaker, and storage space in the cabinet for 120 records.



Half-doors on the cabinet conceal the radio, phonograph, and record storage space. The radio chassis has seven tubes plus one tube-type rectifier. The console is listed by Underwriters' Laboratories.

MARQUETTE

invites comparison

IN PERFORMANCE . . .

STYLE . . . VALUE!

MARQUETTE

REFRIGERATORS

A line that's easy to sell!

- BIG 42 lb. frozen food compartment
- Refrigerated top-to-bottom
- Three crisper drawers hold 42 quarts
- 17½ sq. ft. of shelf area
- Quiet, efficient Tecumseh compressor

MARQUETTE

HOME FREEZERS

a big Freezer Value!

- Four models, 16, 11½, 8, 4 cu. ft.
- Heavily insulated with Rockwool
- Welded steel construction
- Vapor sealed cabinet
- Counterbalanced doors

MARQUETTE *Appliances*

MARQUETTE APPLIANCES, INC.

307 EAST HENNEPIN AVENUE • MINNEAPOLIS 14, MINNESOTA

Housewares Demonstrations

(*Continued from page 85*)

at a time and giving a whole week to each, Dowd's tied up with food packers and food retailers wherever possible. In the electrical fryer demonstration, shrimp was used. A $15 weekly budget has been made available for the housewares promotion, which will go on indefinitely.

The baby contest, on the other hand, was announced in the neighborhood's *Shopping News*, with first prize an automatic washer to the child voted the most beautiful. With no phone or mail applications taken, Dowd's have entry blanks at the store for contestants. A coupon attached to the blank admits the child to a neighborhood studio where a photograph is taken free of charge. Enlarged photographs of the babies will appear on the walls and in the windows of Dowd's shop for the duration of the contest. Balloting will determine the most appealing babies with a neighborhood women's club acting as final judges.

With the pictures of all competing babies appearing weekly in the *Shopping News*, Dowd's will be kept constantly in the public eye as attention is attracted to the store and to the washer.

How the Store Will Benefit

The contest is expected to benefit the store in two ways: about 150 visitors will be brought into the store by the baby contest, and these will be exposed to the various electrical housewares demonstrations that are carried on continuously. Experience has already indicated that when visitors enjoy the coffee, fried shrimp, popcorn, waffles and other snacks that the electric housewares demonstrations turn out—sales do well, too.

Mobile Selling

(*Continued from page 84*)

prospect that they might trade the washing machine on a new one later on, and when this did happen, the machine would already have been converted and worth more to the store because it was readily saleable.

Small town residential sections were sampled, too, with excellent results. In such places where no dealers existed or where the displays and stock was limited, it was discovered that many residents were prospects when they had an opportunity to look at the truck display. Here again is exposed a quirk of human nature. It was well known, of course, that all of these people owned cars and were in towns where there were dealers and displays often — as much as twice a week in some cases — but persons who would not go to the trouble to come through the store door would look at the truck display and often buy. It was thought that the reason for this was that once they opened the store door, they felt they were either under obligation to buy or that they would be unduly pressed by an over-zealous salesman.

Another unusual circumstance was the fact that the truck usually attracted a crowd when parked in the business section of the smaller villages. It was not unusual for a dozen or more to look over the merchandise, and sales were even made on the spot.

Any salesman going out with such a truck as the one designed by Mr. Small had better be prepared to answer a lot of questions. Questions by the score are always asked at every stop and in fact, according to Mr. Small, nothing is taken for granted.

"They want answers to questions they have had in mind ever since they saw a picture or read an ad on some appliance in a national magazine," Mr. Small said, "and when the salesman shows up with that merchandise on display, they ask their questions. How well they are answered can be the key to sales."

Topping TV Objections

(*Continued from page 80*)

research organization for John Meck Industries, Plymouth, Ind., television manufacturer.

Twice as many low-income families reported that television in the home had reduced the amount of time spent in taverns. The figures are 24.1 per cent for the low-income group against 12.5 per cent for the higher group on the question: "Do you spend less time in taverns and cocktail lounges since you got your TV set?"

The survey was made among carefully selected TV-owning family groups in clearly different economic brackets. The low-income families were in several sections of the city, and were in the bracket earning $40 per week or less." The high-income group was in one near-suburban area and had incomes in excess of $100 a week, with 75 per cent earning $10,000 a year or more.

Exactly half of the lower-income group said that keeping adults home more was a real factor in their buying a set, while only 26.8 per cent of the higher-income group gave this factor any consideration. Keeping children home more was a factor with 47.6 per cent in the lower group and with only 30.8 per cent of the higher group.

On the general question of TV's providing more wholesome leisure time activity, the lower-income families mentioned this as a reason for buying in 68.5 per cent of the cases, while it was mentioned by only 46.4 per cent of the higher-income group.

Half of the mothers in the lower-income groups mentioned that when they bought their sets they expected TV to keep the children occupied and give them more time. Only 38.5 per cent in the higher-income segment mentioned this.

When asked whether ownership of a TV set had had any beneficial effects on family life, both groups gave nearly equal answers: 57.4 per cent in the lower bracket and 50 per cent in the higher bracket said "Yes." Reasons given were:

"Helps children; not as much of a behavior problem; helps educate them; keeps them entertained"—low income, 41.9%; high income, 57.1%.

"Keeps family together; keeps husband home; everybody is home and we don't have to worry"—low income, 25.8%; high income, 25.0%.

"It's good entertainment; we have peace and quiet"—low income, 12.9%; high income, 0%.

"It gives us entertainment we couldn't afford; saves on enter-

tainment"—low income, 6.5%; high income, 7.2%.

When asked whether television has had any harmful effects, the high income group showed far more concern than the others. A quarter of the higher families said yes, while only 3.7 per cent of the lower-income groups gave this reply.

Problems mentioned were: mealtime difficulties, low income 2%, high income 12%; homework problems, low income 0%, high income 10.1%; other difficulties, low income 2.1%, high income 6.1%.

Some of the comments made on the advantageous changes TV has brought to the home are:

"We don't have as big a behavior problem with the children."

"It keeps the children entertained, and it keeps my husband from lying down and going to sleep right after dinner and he goes to taverns less."

"My son has received an education through television."

"Children seem to learn to concentrate better."

"It keeps my husband home. He used to go to the tavern every night, but now he gets his beer and drinks it at home."

Comments by those who think TV has had harmful effects:

"It has spoiled our eating habits."

"Kids have a hard time getting homework done."

"Children see programs they shouldn't."

In commenting on these findings, John S. Meck, president of the firm that sponsored the study, said:

"It is evident that television is having its most profound effects—and mostly for the better—on those families who have had the most restricted lives previously. The low-income group is now finding it can enjoy and be educated by the same sort of fare as formerly was limited to those with money. As a result, their benefits are far greater—something that must be kept in mind by everyone concerned with television's future.

"Everything possible should be done to increase the benefits that can be derived by the great mas-

ELECTRICAL SOUTH

VOL. 30 NO. 7

JULY 1950

CARL W. EVANS, *Editor* FRANCES J. BLACK, *Assistant Editor*

BARON CREAGER, *Southeastern Editor*
1305 National City Bldg., Dallas, Tex.

J. W. McALLISTER, *Vice-Pres., Editorial Director*

FRANK P. BELL, *Business Manager* J. A. MOODY, *Production Manager*

Business Representatives

G. B. CHAFFELL, 427 W. 5th St., Los Angeles, Calif. Tel. MUch. 8949
JOHN C. COOK, 604 Lincoln Ave., Highland Park, Ill. Tel. 1630
G. R. McCARTY, 323 Winding Way, Merion, Pa. Tel. Merion 1086
R. C. ROGERS, Post Office Box 102, Gastonia, N. C. Tel. 7000
W. G. SHERMAN, 2618 Gasser Blvd., Rocky River 16, Ohio. Tel. Edison 8456

Published Monthly by

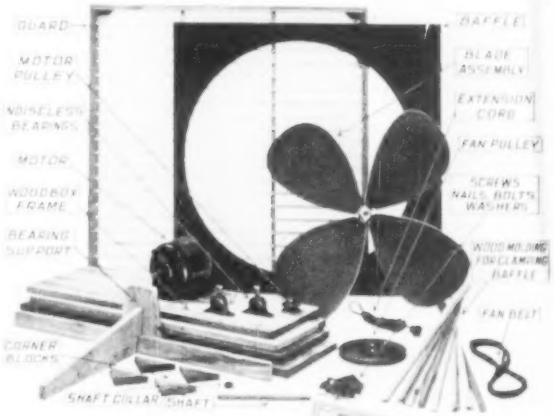
W. R. C. SMITH PUBLISHING COMPANY

Editorial and Business Offices

806 Peachtree Street, N. E., Atlanta 5, Georgia

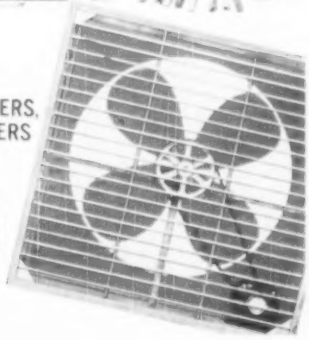
Publishers Also of

TEXTILE INDUSTRIES
SOUTHERN AUTOMOTIVE JOURNAL SOUTHERN BUILDING SUPPLIES
SOUTHERN FOODS & INDUSTRY SOUTHERN HARDWARE



BIG MONEY FOR DEALERS, JOBBERS

With the Fastest Selling Fan Yet!



Completely packaged, everything that's needed, quality parts—at a very low price. Everybody's looking for low prices—your customers will snap 'em up. Fast selling—quick turnover—good profit!

WRITE FOR INFORMATION

S. J. STEWART ELECTRIC

527 St. Joseph St. New Orleans 12, La.

Betcha never saw a water heater with as much to offer as a

Glass-lined
(*Porcelined*)
FOWLER

One look will convince you . . .
Fowler has everything it takes to make a water heater BEST!

Made by a national manufacturer with more than 55 years of water heating experience, Fowler has features that make customers want Fowler—*and nothing but Fowler.*

GLASS LINING. First with Fowler! [illegible] free hot water plant. Two coats of flawless, durable porcelain enamel [illegible] to give it a smooth, non porous, sanitary surface. Water never touches metal. Take in [illegible] tub longer.

ELECTRIC WATER HEATERS. Patented 3 Way Built-in Insulation. Dead air space, aluminum reflector jacket. 3 inch Fiberglas.

Easy-Adjustable Automatic Temperature Control.

Safe — Black Heat — Inside, external-type elements provide efficiency, long life.

Approved by Underwriters Laboratories.

Capacities: 5 to 60 gallons. (Table Top models 30 and 40 gallons.)

GAS WATER HEATERS.

Extra Heavy Insulation. 2½ in. thick Fiberglas blanket from top to bottom. It helps keep water hot longer.

Snap Action Thermostat. [illegible] temperature adjustment.

Overhead Injected Heat [illegible] more heating than 3 inch fires with commonly used.

Exclusive. One Piece Raised Hot Screen—burns all gas.

AGA Approved.

Capacities: 22, 30, 35 and 45 gallons.

WARRANTY. Electric heaters and gas heaters [illegible] 10 year and 15 year prorated warranties respectively.

LOWEST PRICED of all non-corrosive tank water heaters being offered to independent dealers.

Dealers — Distributors . . . WRITE FOR FULL DETAILS

FOWLER MANUFACTURING COMPANY
2545 S. E. Gladstone • Portland 2, Oregon
Please send complete information about Fowler Electric and Gas Water Heaters.
Dealer _____
Address _____
Distributor _____
Address _____

jority of American families from television. Nothing should be done that will restrict in any way their getting the fullest benefits. This means that such cost-increasing plans as premature color TV would be detrimental to the growth of this vital new medium and to the economic stability of the country, which is now being greatly aided by this industry's growth."

Sales Campaigning

(*Continued from page 81*)

in that area, which is also surrounded by some of the better residential districts of the city, and he mails advertising literature to them each month.

"To appeal to the natural curiosity of people, I ran a big block-letter ad in the newspaper with just the numbers "3708" about two inches high, for a month preceding my opening. Underneath, in small, up-side-down letters, was printed, 'We are turning things upside down!' Then when I was ready to open the store, I blasted my ad wide open with only the announcement: *'It's Here! 3708 South Peoria. Standard Electric Supply Company.'* I also advertised daily with a short announcement over the local radio station."

"I definitely believe in advertising," says Mr. Osborne. "It pays. I announced free coffee and doughnuts to all on opening day. Twenty-five hundred people visited the store on opening night, and several police officers were on hand to direct the traffic."

To keep the people coming, he advertised a free rental plan on floor waxers and polishers, and on his own exclusive vacuum cleaner which also shampoos or launders rugs and upholstery. This free rental plan is one thing Mr. Osborne claims has never been tried in all of Oklahoma as far as he can find out. Many of his friends and competitors alike have remarked that they don't see how it can possibly work and make him any money, but he claims it is having wondrous success for him.

"The idea is simply this," he says. "I rent a $39.50 polisher to a housewife for $1.25 a day. If she rents it regularly, say once a week, by the time she has rented it two months, she has paid $10.00. At any time she wants to purchase the polisher, I allow her to apply any rental paid to the purchase price, and it is hers—whether she had paid only one day's rental, or 30 rentals at $1.25 each over a period of months, even up to two years."

He has 20 new polishers on hand, and every one of them has been rented out every day since his store opened.

His vacuum cleaner he is renting or selling under the same plan. The Standard Electric Supply Company has the complete and exclusive sales rights for the whole state of Oklahoma on this vacuum cleaner, which is Mr. Osborne's own invention. The sweeper has several innovations, one of which is a patented locking device on the wands to keep them from falling apart while the sweeper is being used.

DAVIS

***Headquarters* FOR ELECTRICAL CORD SETS**

"WRIST ACTION" CORD SET

Wireless swivel plug turns, bends, swings, spins — eliminates all cord wear, 95% of all cord troubles. Exclusive, patented design. A proven seller. Attractive display card free.

RANGE CONNECTORS

Finest quality cord and receptacles, including new flush range receptacle. Underwriter's Approved. 220 volt, 50 amperes. Eliminates costly electrical work in connecting ranges.

See your jobber or write direct for full details and prices.

DAVIS Mfg. Company
PLANO 1, ILLINOIS
Southeast Rep. H. K. Dewees Co. Walton Bldg., Atlanta, Ga. — Southwest Rep. M. C. Hyde Co. Thomas Bldg., Dallas, Tex.

He also invented the suds-making device for shampooing rugs or upholstery which is included in the usual accessory attachments to vacuum cleaners. His cleaner is renting to housewives for laundering their rugs and furniture even when they have good modern sweepers with all the other attachments. Also his sweeper has enough suction that it will lift a dining table from the floor. One of his novel demonstrations is attaching the sweeper to a spot on his ceiling wherein the suction is so great that he can hang with his whole 180-pound weight by holding to its handle with his hands. The sweeper itself, of solid aluminum, weighs only 10 pounds.

Whether he sells the rented polisher or sweeper, or only continues to rent it, he claims he has made good steady customers because a housewife will not go elsewhere to rent one when she can get no return on her outlay. She feels the appliance is already partly hers if she has invested some money, however little, toward its purchase price, in case she ever does decide to buy.

Another idea which is gaining him customers daily is an electrical repair service shop in the rear of his store. He hires a repairman to give 24-hour service on irons, toasters, lamps, clocks, etc. Such fast service is almost a rarity in Tulsa, but Mr. Osborne promised if he gets more repair business than he can handle in one day, he will add to his staff as fast as necessary.

"I do both inside and outside selling," he says, "and I now have five salesmen out in the territory demonstrating my appliances. I very definitely believe in having good salesmen trained in sales techniques. Each evening after business hours, I conduct a salesmanship class; we hold conferences, and exchange ideas. We have contests for the salesmen, and obtain harmonious and friendly relationships between the men."

Mr. Osborne believes he already has a greater volume of business than older established stores in outlying Tulsa districts, and is more than pleased with the success of his campaigns so far.

Inter-Stores Contest

(*Continued from page 78*)

the contest. "White merchandise" only was to be considered. Sales were to be counted only after completion of deliveries. Each store would report daily deliveries to the other by letter and telephone. Territories were unlimited. The losers were to don aprons and serve the winners in a final banquet.

Both sides reported a heavy volume during the contest, and the lead changed several times. Both staffs kept close watch on the daily scores. Store crews made some of their deliveries at odd hours, for instance, at 11:30 at night, and it was necessary to rent extra trucks on occasion.

Customers themselves took an interest in the contest. A tailor who had exhibited sales resistance changed his attitude upon learning of the contest. He bought a range, a refrigerator, and a washer, total value $985.

Both stores are open from 9 a.m. to 9 p.m. daily. On the last day of the contest, sales were tallied at 6 p.m. At a mid-point between the stores, representatives exchanged sealed envelopes containing reports of the day's sales.

At the final banquet, the somewhat crestfallen losers and the exultant winners met for a second get-together.

Both sides exhibited good sportsmanship, according to Messrs. Sharpe and Townsend. The winning managers presented the manager of the losing team with a pound cake. The losing manager submitted to a trial by a kangaroo court. In accordance with the rules, the losing team served the winners during the banquet.

E. E. Bocock, sales manager of the Southeastern Regional Office of the Frigidaire company, was a principal speaker. He urged the winners not to become complacent but to continue their sales efforts, and commended both stores for their excellent results.

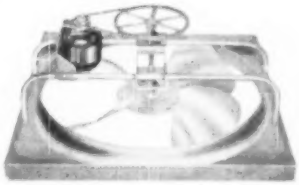
Murray

OFFERS YOU

Your Best Sales Opportunity

THE MURRAY VERTICAL VENTILATING FAN

This horizontal mounted vertical discharge fan has heavy gauge steel housing, with frame of one inch seamless tubing, die formed. The blades are Torrington Patented die formed statically and dynamically balanced. Comes in sizes 24", 30", 36", 42" and 48". The bearings are especially designed — sealed Ball Bearing with permanent lubrication. All Murray fans are rated in accordance with standard test code adopted by ASHVE and NAFM.



Write for full details

THE MURRAY CO. of TEXAS, Inc.

Atlanta 1, Georgia — Dallas 1, Texas

Sales Agents

H. C. BIGLIN CO., Inc. — Atlanta 3, Ga.

177 Harris Street, N.W.

Faster Sales!
Larger Profits!

with

FASCO
Automatic Kitchen VENTILATORS

● *For Ceilings and Inside Walls*

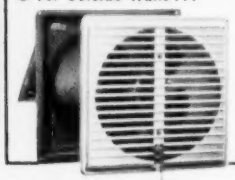
FAN UNIT

FAN AND OUTSIDE WALL CAP ASSEMBLY

Mounts anywhere . . . in ceilings . . . or through cabinets . . . or in inside wall, directly above stove.

Models 1020-1021 (10") "Ceil-N-Wall" Ventilator

● *For Outside Walls . . .*



Models (8") (10") Automatic Outside Wall Ventilator

● They move *more* air, *faster*, for *less* money! *And* . . . THEY SELL!

DOUBLE YOUR SALES with FASCO'S new *Active* Ventilator Display Deal. FREE Limited offer! Hurry!

WRITE, WIRE or PHONE for complete information. FASCO Industries, Inc., 55 Union St., Rochester 2, N. Y. (Phone HAmilton 1800)

FASCO
INDUSTRIES, INC.
ROCHESTER 2, NEW YORK

A contest such as this, says Mr. Sharpe, helps a dealer to realize the potentialities of his sales force. The increased business, he feels, is ample reward for a store manager, whether he wins the contest or not.

The contest involved no difficulties, according to Mr. Townsend, even though the sales crews were unequal in numbers and experience.

Salesmen for both stores translated their enthusiasm into increased sales. For the Sharpe store the last month of the contest brought in volume in excess of that of any previous month in the history of the store.

Both stores occupy sparkling new quarters. The Sharpe Appliance Store, which began in 1945, is being enlarged. The Wharton Appliance Company's store has yet to see its first anniversary, having just opened last November.

As a continuing policy, both Wharton and Sharpe employ a sales incentive plan whereby their employees share in company profits. Both use quota systems and have daily sales meetings.

The Sharpe store has one intra-store contest follow another in rather quick succession, each having different rules and different rewards. Last year one of the servicemen received a new Chevrolet two-door sedan. Office employees participate in contests through supplying prospects.

The Wharton company reports that a scoreboard containing names of salesmen with space for their sales records is an effective means of maintaining a spirit of competition among its salesmen.

Appliance Layaway

(Continued from page 77)

"Therefore, even if it does mean a lot of extra work, the item the layaway buyer eventually gets is always the same one he originally chose. I can't over-emphasize the importance of carrying out this step."

Storage precautions come next in the Barefield plan. With so much success an everyday story in the layaway field, the Barefield Company has found it necessary to lease an old residence behind the Florida store, as a storage space for much of the will-call load. In addition, a loft has been built over the rear storage room, where more than 60 bins are devoted almost exclusively to layaway. "We were fortunate in having a trestle-reinforced roof," the dealer said, "which made it possible to hang up many large items by hooks, up out of the way, until paid out by their purchasers."

All small items are individually wrapped in double heavy kraft paper, with the contract tag attached, and labeled "LAYAWAY" with a grease pencil. In storing them in the bins, careful attention to rotation sequence is observed.

"As far as possible, the bins are stocked according to the date when the merchandise is to be called for," Mr. Barefield said, "so that delivering one stack uncovers the next row for the next day, etc. We have found that being able to quickly locate and turn over the item, re-wrapped in clean kraft paper within minutes of the time the customer calls, or make deliveries promptly, never fails to made an excellent impression. If, on the other hand, the customer has to wait long periods, a lot of ill will results."

The Barefield store has on tap as many as 450 items at a time bought on layaway, including, of course, hundreds purchased as Christmas gifts. For the holiday season, the dealer insisted that all items be paid for by December 15, but held them in the bins until 5:00 o'clock Christmas Eve to preserve the surprise element for his customers. This has brought a lot of good will, he believes.

Needless to say, this plan has done away with most of the errors and problems normally associated with layaway selling. Backing it up is the store's well-balanced

For your needs in WASHER PARTS
TRY
Refrigeration Supply Co.
1831 W. Broad St.
Richmond, Va.

layaway suggestion program, which is a continuous operation every selling day.

Each sales person, and all office personnel wear a permanent label tag, covered with clear plastic, which invites, "Ask About Our Layaway Plan." This incites much curiosity. Next, standard instructions to all sales people are to give the customer a complete description of the plan at some time during every sale—no matter what the customer came in to buy. If the customer has shown interest in some larger, expensive item while purchasing an ordinary item, so much the better—the layaway plan will furnish the ideal means for purchasing it there and then.

"The basic idea is simply to let every customer know that layaway selling is a form of time payment which they may set up to please themselves," Mr. Barefield stated, "and we can implement this by taking the customer on tour of the storage rooms, showing her the handy contract form, etc. The number of extra sales this system makes per day has consistently amazed us, making it possible to double, triple, and quadruple the dollar unit per customer served in many instances."

One of the most effective stunts the Barefield firm has used to introduce its effective layaway plan was to run a newspaper ad describing it. The ad got immediate results, and is still pulling in low-income purchasers.

"Through layaway, we are constantly attracting people who would otherwise buy from mail-order houses or credit stores," Mr. Barefield added, "as well as giving a lot of additional service to our regular customers. A good layaway system, properly carried out, is one of the most valuable assets any retailer can have today."

Outside Selling Tips

(Continued from page 75)

000 names of former customers of the business. Cards reflect type of product previously bought by the customer, purchase date, nutshelled data on his buying tastes, the kind of salesmanship that seemed to click in closing the previous sale, his credit rating, and other miscellany.

"In utilizing call-backs as a fertile source of sales," says Mr. Bates, "we get our foot in the door by making periodic surveys to determine if an appliance has given proper satisfaction and is in need of service. Our slogan is 'The firm that satisfies,' and we live up to it by stipulating that whenever a salesman closes a sale, he must call on the buyer within three days and give him tips on operation and care of the equipment. In enforcing this regulation, we have a young lady whose duty it is to distribute sales slips every morning."

Primary objective of the sales training program at Home Equipment is to indoctrinate salesmen with complete product information, keep them up-to-date on new mechanical wrinkles involving appliances on the sales roster, and to present complete analyses of current selling problems. For example, credit selling and the importance of stressing the convenient, and varied, credit arrangements available at Home Equipment is now running in for considerable attention.

Every Monday and Friday morning, for a two-hour period, the company's staff of 38 outside salesmen meet in the specially designed conference room, which is equipped with movie projector, records, and a well-stocked library of film and slides.

"We believe that visual education is a tremendous force in molding good salesmen," says George Bates. "Film strips, combined with sound provided by the record player, are used in educating salesmen. We buy, film, rent it, and borrow it from manufacturers. Not only are sound movies important in training our men, but we find that we are able many times to clinch a sale by taking the projector and a roll of film to a customer's home and show movies of the appliance in operation, undergoing tests, and demonstrating the good features of the equipment. It helps to

Highest Quality Water Heaters at COMMON SENSE COST

Important selling features make these water heaters move fast and yield greater profits to you.

- Elno Rustopper Anode Rod
- Wheeling Extra Heavy Tank
- Westinghouse Heating Element and Thermostat
- Fibre Glass Insulation
- Ten year guarantee and warranty plan
- Peak Performance — — Peak Profit
- Table Top and Upright Models

Write for Full Information and Literature

ADACAR MANUFACTURING CO.
NAPIER FIELD DOTHAN, ALA.

gather a family in the living room and run off sound movies that sometimes show much more effectively than we can the outstanding features of an item."

Training is significant in building outside sales, but George Bates is intensely interested in the role incentives play in stimulating outside salesmen to peak performances. Contests are effective. One month last year, when sales soared to record-breaking peaks, the company staged a month-long contest with the staff divided into two teams. All merchandise on the agenda was included in the contest. Prizes (attractive merchandise) were awarded to the high man and captain of the winning team. And it is significant, in assessing the calibre and the ability of this company's staff, to note that there was less than $3,000 difference in the total sales gleaned by the two teams. The contest, with grand total sales adding to the month's income $54,300, was capped by a dinner attended by both teams at the Colonial Country Club.

Nine members of the company's outside force earned more than $10,000 last year working on a straight commission basis. During another month last year, the company held a contest based on attainment of quotas. All of the 18 men, with the exception of two, exceeded their quotas, and the high man went over the top of his quota by more than $5,000, with total sales of $13,000.

"Contests are a splendid method of spurring men to do their best," believes George Bates," and the secret is to keep the contests lively, and make the prizes attractive enough to provide real incentives."

The majority of the outside salesmen employ their own telephone solicitors, who garner extra sales and unearth prospects for them. Using lead fee books—$5.00 per sale—the men have discovered that persistent solicitors with pleasant speaking voices are a real selling aid. The company employs a full-time telephone solicitor, whose weekly commission check for selling via the phone seldom dips below $40.00. A white-haired lady, her technique for wangling sales by telephone has not been dimmed by the passing years.

There are two additional reasons why the outside sales organization has performed with such singular success:

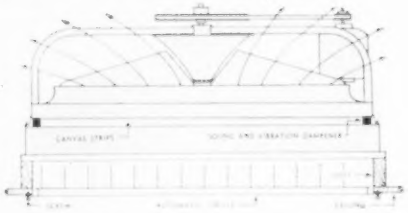
(a) The company boasts one of the area's best-equipped, best-staffed, service departments. The good will built up by the repair department, which is manned by factory-trained mechanics, each one a specialist in servicing one type of appliance, has smoothed the job of the door-to-door staff. To be able to say, "this equipment is backed by our service department, and when service is needed, we can supply it," has made the job of order-taking considerably easier.

(b) The roster of lines handled is studded with some of the best known trade names in the business.

Get set for Bigger Sales with the great

Quietaire

THE REVOLUTIONARY ATTIC FAN THAT SELLS FOR LESS, OFFERS BIGGER DEALER PROFITS



NOW is the time to contact

QUIETAIRE CORPORATION

505 N. Hutcheson Ave. Houston, Texas

Distributed by

WESTINGHOUSE ELECTRIC SUPPLY CO.

Index of ADVERTISERS

The Advertisers' Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

A

Adam Electric Co., Frank 14
Adcraft Mfg. Co. 30
Advertising Council 32
Air Conditioning Products Co. 100
Air Controls, Inc. 4
Air Equipment Co. 13
All-Steel Equipment Inc. 7
American & Southern Corp. 73
American Blower Corp. 69
American Kitchen Heater Co. 4
American Steel & Wire Co. 4
Anaconda Wire & Cable Co., Inc. Cover
Appleton Electric Co. 13
Arcolite Corp. 2
Atlanta Fixture Co. 4
Atlanta Gas Light Company 10
Atlantic Steel Co. 10
Austin Co., M. B. 4
Automatic Electric Heater Co. 4

B

B & C Metal Stamping Co. 4
Beacon Lighting Prod. Corp. 4
Benjamin Elec. Mfg. Co. 16
Berger Mfg. Corp. 4
Brand Screw Foundation Inc. 4
Bryant Metal Tool Co. 1
Bryan Light Reflector Co., Inc. 4
Bryant Electric Co. 4
Buffalo Forge Co. 21
Bull Dog Elec. Products Co. 12
Byron Engineering Co. 4

C

C & H Air Conditioning Co., Inc. 4
Certified Relay Manufacturers 4
Certified Electrical Manufacturers 4
Chicago Electric Mfg. Co. 4
Chicago Electric Mfg. Co. 4
Circulators and Devices Inc. 102
Cleveland Heater Co. 4
Columbia Wire Co. 4
Commercial Trade Institute 101
Communications Inc. 4
Cooper Corp. 4
Cornell Co., The 4
Corson Wire Co. 4
Cream-Hesse Co. 4
Curtis Lighting Inc. 4

D

Dairy Mfg. Co. 4
Development Inc., Motor Products Corp. 4
Dominion Elec. Mfg. Co. 100

E

E. A. Laboratories Inc. 4
Eastern Electric Co. 4
Economaster Sales Co., Inc. 4
Electrobrush Corp. 4
Elgo Shutter & Mfg. Co. 101

F

Fanco Industries, Inc. 4
Federal Electric Products Co., Inc. 79 and 13
Fisher-Pierce Co. 4
Foster Mfg. Co. 4

G

Gulbrie Electric Co. 4
General Electric Co. (Commercial Material Div. 108 Cover)
General Electric Co. (Insulating Materials)
General Electric Co. (Lamp Div.) 4
General Electric Co. (Wire & Cable) 4
General Electric Co. (Wire Devices) 4
General Electrically Inc. 4
General Supply Co. 4
Gibson Mfg. Co. 4
Gordon Electric Co. 4
Guth Co., Edwin F. 11

H

Holden Mfg. Co., Inc., M. M. 4
Hunter Company 4
Hydrom & Hide Mfg. Co., Inc. 4
Holophane Inc. 14
Holland & Co. 4
Homes Inc. & Ventilating Co., Inc. Cover

I

Illinois Electric Porcelain Co. 4
Insulation Tape & Products Inc. 4
Intercontinental Devices Co. 4

J

Johnson Controls Co., Inc. 4
Jones Metal Prod. Co. 4

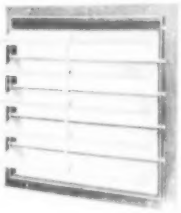
K

Kaiser Aluminum Co. 4
Kaiser Co. 4
Kerrigan Corp., Frank H. 4
Kirk, F. D. Mfg. Co. 4
Kitchen Kite Co. 4
Kroeger & Holowski 4
Kulka Manufacturing Co. 4

Elgo Ventilating Specialties

World Famous Automatic Shutter

Unusually sensitive to air currents — yet the shutters fit with a snugness never before achieved in an automatic shutter, and are rattle proof. Completely weatherstripped around the inner edge of the frame. Sizes from 8" to 72" square — also rectangular



"Echo" Automatic Ceiling Shutters

Used for attic ventilation. Installed in attic floor at the base of a penthouse, the louvers being operated by the suction of the fan

Free CATALOG

ELGO SHUTTER & MFG. CO.
2738 W. WARREN DETROIT 8, MICH.

FRIGID FANS

NOT BY CHANCE BUT BY DESIGN.

• PEDESTAL FANS • HASSOCK FANS
• SPRAY BOOTH FANS • WINDOW FANS
• EXHAUST FANS • ATTIC FANS
• AUTOMATIC SHUTTERS • BLOWERS

Southeastern Representative & Warehouse:
W. H. BERRY COMPANY
45-47 Alabama St., S.W. Atlanta, Georgia

CIRCULATORS & DEVICES MFG. CORP.
Brooklyn, New York

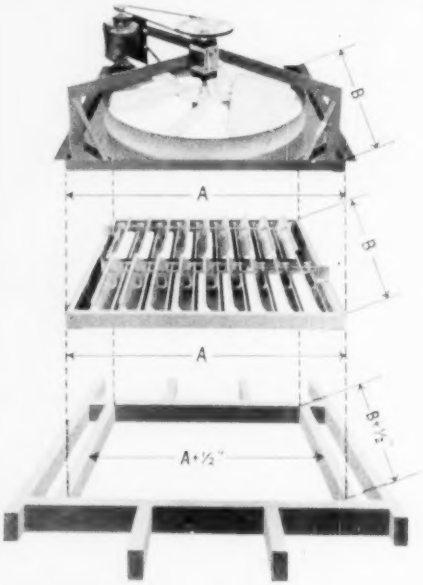
CTI PROPERLY TRAINED MEN HAVE THE "KNOW HOW"

PRACTICAL SHOP TRAINING
in
ELECTRICITY, MAJOR APPLIANCE
Service, Maintenance, Installation

Write for Catalog ES5—Veterans ask about GI Training
Manufacturers, distributors, etc., when you need TRAINED men contact CTI Placement Bureau.

COMMERCIAL TRADES INSTITUTE INC.
of Alabama
200 South 20th St., Birmingham, Ala. — Phone 7-0555
Member: Southern Association of Private Trade Schools

The *REED* Vertical Air Discharge Attic Fan



Requires An Attic Clearance of ONLY 13 3/8"

INSTALLATION DATA

MODEL	FAN and SHUTTER A	B
RVU-24	32"	32"
RVU-30	36"	36"
RVU-36	42"	42"
RVU-42	48"	48"

CASH in on the increasing demands of thousands of home owners for the new, popular "lay down" Reed Attic Fan. Depend upon a Reed for low cost of installation, quietness, powerful air delivery and trouble-free service.

Write for Free, Completely Illustrated Catalog

Certified Ratings — Air Delivery and Sone Ratings Certified with Standard Test Code for Ceiling-Height and Attic Fans — PEMA

Reed
UNIT-FANS, INC.
Manufacturers of Ventilating Equipment
1001 St. Charles Ave.
New Orleans 8

Index of ADVERTISERS

The Advertiser's Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

M

V. & W. Electric Mfg. Co., Inc. 39
McGill Manufacturing Co., Inc. 24
Marion Transformer Company, Inc. 42
Marquette Appliances, Inc. 31
Miller Co. *
Minnar Products, Inc. *
Mitchell Manufacturing Co. *
Monarch Fuse Co., Ltd. *
Monitor Controller Div., The 32
Motorola, Inc. *
Murray Mfg. Co. *
Murray Co. of Texas, Atlanta, Ga. 37

N

National Electric Products Corp. 2nd Cover
National Enameling & Stamping Co. 33

O

Olsonite Co. *

P

Paramic Wire and Cable
Pass & Seymour, Inc. *
Paulding, Inc., John T. 40
Penn-Union Electric Corp. *
Pittsburgh Reflector Co. *
Prestor Electric Co. *
Price & Company *
Pyle-National Co. *

Q

Quonset Corp. *

R

Ramco Co. *
Reed Unit Fans, Inc. 101
Refrigeration Supply Co. 36
Reiss, Inc. *
Rexcie Electric Mfg. Co. *
Robbins and Myers, Inc. 3
Robbinges Sales Inc., John A. 3
Rome-Cable Corp. 25
Russell & Stoll Co., Inc. *

S

Sangamo Electric Co. *
Schaffner Company, Co. *
Sherman Mfg. Inc. 34
Siemas Electric Mfg. *
Signal Engineering & Mfg. Co. *
Simplex Wire & Cable Co. 30
Slater Elec. & Mfg. Co. *
Smithcraft Lighting Division *
Southern Carbon Brush Co., Inc. 35
Southern Electrical Corp. 38
Southwest Air Conditioner Exposition *
Square D Co. Third Cover
Sylvania Fluorescent Mfg. Co. 24 and 26
Standard Electric Mfg. Co., Inc. 34
Stanley Electric Mfg. Co. *
Steel City Elec. Co. 8
Stewart, R. J. (Electric) 30
Sufrin, Inc. *
Swartzbaugh Mfg. Co. 31

T

Tennessee Coal, Iron & Railroad Co. *
Tomkins Co., The *
Tonne Sales and Engineering Co. *
Triangle Conduit & Cable Co., Inc. 13
Trumbull Electric Mfg. Co. *
Tuttle and Kift, Inc. *

U

Union Insulating Co., Inc. *
United States Rubber Co., Inc. (Tape Division) *
United States Rubber Co., Inc. (Wire Division) *
United States Steel Export Co. 1
U. S. Treasury 4
Uni-Light Sconces 1

V

Valley Air Conditioning Corp. *

W

Wagner Malleable Products Co. *
Wakefield Brass Co. *
Ward, Edgar T. Insulation, Inc. *
Western Insulated Wire Co. *
Westinghouse Electric Corp. (Appliances) 27
Westinghouse Electric Corp. (Lamps) *
Westinghouse Electric Corp. (Panelboards) 16
Westinghouse Electric Corp. (Transformers) *
White Products Co. *
Wheland Fan, Elmer L. 28
Wire Wax Fan and Exposition *
Wood Mfg. Co., Inc., John *

Y

Youngstown Steel & Tube Co. 29

Z

Zenith Radio Corp. 37

SANDWICHES and WAFFLES *AT THEIR BEST* with these salesbuilding

Dominion
TRADE MARK
APPLIANCES

"BREW-O-MATIC"
COFFEE MAKER
(Completely automatic)

A new, exciting design that will warm the heart of every coffee lover. Has 9 cup capacity—highly polished aluminum finish.

This sparkling new coffee maker has a "Flavor selector" dial which allows a choice of mild or strong coffee, according to taste. Once the coffee is brewed the indicator jewel glows -- percolating stops automatically -- and serving temperature is maintained. Pleasing black plastic handle and feet add to appearance and utility. Very reasonably priced, too, only $14.95. (Slightly higher in west)

What is better with good coffee than waffles or grilled sandwiches? This special combination offer of a waffle set at no extra cost with the sale of every "Grid-O-Matic" has proved immensely popular. Represents a $28.95 value for only $23.95 -- already a low price for this fine appliance that bakes huge waffles, or, quickly reversing the *same* grids, provides two large cooking surfaces for grilling, frying, etc., as handsome as it is useful! (Price is slightly higher in west)

A full line of table appliances available through reputable distributors across the nation.

Special Offer

Beautiful Surf-Green waffle set - - bowl, pitcher and chrome ladle--at no extra cost with the purchase of each "GRID-O-MATIC"

DOMINION ELECTRIC CORPORATION Machine Div.

Set Profit Records Every Month with Hotpoint!

Progressive dealers who merchandise the Hotpoint Home Appliance line in its entirety (every major unit for the complete electric kitchen and home laundry) have a greater variety of timely merchandise to stimulate sales every day of the year. Moreover, they are assured of the latest and best in advanced appliance styling backed by one of the greatest names in the appliance industry. Hotpoint's new Super-Stor Combination Refrigerator is but one of Hotpoint's many outstanding achievements proving the realism of that statement.

If you are not already stocking, displaying and demonstrating the bigger, more complete Hotpoint line—if you are not cashing in on Hotpoint's leadership and nation-wide reputation—if you are not taking advantage of the more modern, faster-selling type of appliance franchise—the HOTPOINT Full-Line Franchise—you are undoubtedly losing sales that should be yours. For full details, see your Hotpoint Distributor.

Super-Stor Combination Refrigerator

To help make 1950 your greatest profit year, Hotpoint proudly presents its Super-Stor, the world's most convenient and complete combination refrigerator . . . one of the reasons why the Hotpoint Full-Line Franchise is so valuable. This engineering masterpiece, kitchen planned and expertly designed for greater utilization of storage space, is the talk of the industry. Hotpoint's famous **eight zone storage pattern** *brings 72% of all storage space within Finger Tip Reach . . . a feature you can enthusiastically merchandise.*

Many Other Advancements

Hotpoint's No-Defrost Refrigerator, Real Food Freezer, Door Shelves for small, hard-to-store items, Butter Conditioner with Spread Control and 49 other proved advancements add up to super-refrigeration in the modern Manor.

Switch to Hotpoint!

for YEAR 'ROUND Profits!

Hotpoint Inc.

(A General Electric Affiliate)
5600 West Taylor St., Chicago 44, Illinois

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS
FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

"Ad-On" MULTI-BREAKER

TYPE MO-8 SERVICE AND LOAD CENTER

ADD CIRCUITS
Easily, Quickly At Low Cost

START WITH 4:

Basic circuit breaker unit provides 4 single pole, 1 double pole and 2 single pole, or 2 double pole circuits in combinations of 15, 20, 30, 40 or 50 ampere ratings.

ADD 4 MORE:

1, 2, 3, or 4 single pole circuit breaker units rated 15, 20 or 30 amperes are easily plugged in on basic block.

FLEXIBLE MERCHANDISING PLAN

1 · BOX WITH BASIC BLOCK

2 · FLUSH OR SURFACE TRIM

3 · "Ad-On" BREAKERS

a Small Stock of COMPONENT PARTS covers all job requirements when assembled in various combinations. Trim and "Ad-On" can be added to basic device carton after selection.

Cutless

Thermal Magnetic Multi-breaker

The basic **"Ad-On"** Multi-breaker unit provides four circuits—the *minimum* for a modern home. Even more important, it provides for easy addition of circuits *as they are needed*. Four off-the-shelf **"Ad-On"** breakers extend the range of the basic block in the required circuit pattern.

Architects, builders and contractors all know from experience that many electrical appliances are added after homes have been completed and lived in. With **"Ad-On"** breakers it's a simple matter to provide these circuits so necessary for better electrical living.

ASK Your Square D Electrical Wholesaler to Show You the "Ad-On"

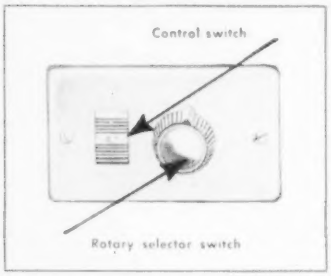
SQUARE D COMPANY

DETROIT · MILWAUKEE · LOS ANGELES

SQUARE D COMPANY CANADA LTD., TORONTO • SQUARE D de MEXICO, S.A., MEXICO CITY, D.F.

WIRING NEWS

A PERIODICAL DIGEST OF WIRING IDEAS FROM THE GENERAL ELECTRIC CONSTRUCTION MATERIALS DEPARTMENT



Master Selector Switch Increases Versatility Of Remote Control!

Here's the newest addition to General Electric's step-saving remote-control wiring system—an addition that affords a wide variety of new applications. Replacing gangs of separate ON and OFF controls, this compact master selector switch provides instant, positive control of *up to 9 different* circuits—and, very simply, too!

To Control Individual Circuits

Turn rotary selector switch to the desired circuit and then press the control switch for ON or OFF.

To Control All Circuits

Merely press the control switch ON or OFF while rotating the selector switch through all nine positions.

Plan to use it for one-panel control of large plant areas . . . for sure, certain emergency light control in warehouses, banks, office buildings . . . for pathway lighting through yards and shaves . . . or wherever else one-point, multi-circuit control is needed.

The G-E master selector fits all standard mountings for flush devices.

Stop in at your local General Electric distributor's and see the entire remote-control system—he'll be glad to demonstrate it for you. Or, if you prefer, check box (A) in the coupon below for complete literature.

Can You Afford To Save On Switches?

Why gamble? Replacements and service calls often cost many times the small savings made on lower-grade switches. So, when your plans call for switches, insist on high-quality, long-wearing General Electric specification-grade switches.

Free Guide Speeds Box Selection

To make your next layout job an easy, certain one, General Electric offers a free switch and outlet box chart. With this handy specification aid, you'll know at a glance the proper outlet, switch, or utility box for all wiring jobs.

Printed in color and carefully illustrated, this new *Box Buyer's Guide* shows the dimensions of all standard boxes. It gives the number of conductors—by wire size—permitted by the National Electrical Code for the various box sizes and types. And, for easy reference, there's included the section of the National Electrical Code covering box sizes. Send for your copy today—just check box (B) in the coupon.

No Weak Spots in Wet Spots

For wiring in locations where water and dampness present a problem, your best bet is General Electric Flamenol® Type TW wire.

Tough, thermoplastic insulated General Electric Type TW takes rugged jobs in stride. Use it in raceways or conduit laid in concrete or masonry . . . for machinery wiring in damp or humid atmospheres . . . for conduit installations of all kinds.

Flamenol Type TW is easy to pull, clean to handle. In addition to its flame- and moisture-resistant qualities, the Flamenol insulation is highly resistant to oils, acids, and alkalies.

For more information on Type TW, check box (C) in coupon.

Quality Pays Off In Protection

For locations where severe atmospheric corrosion or moisture is present, G-E white rigid conduit is still the old standby. Made of fine quality steel, G-E White is hot-dipped galvanized, and further protected by a glass-smooth Glypital® finish, inside and out.

The carefully controlled manufacture of G-E White provides conduit that is reliably uniform. The interior surface is smooth for speedy wire-pulling. Threads are sharp and clean-cut for easy connection. Consistent wall-thickness facilitates on-the-job threading and cutting.

In interior installation and where not subject to severe corrosive influences, use G-E Black Conduit. On many jobs, G-E Black will give you many economies. Try these two fine General Electric products the next time you buy conduit.

Remember, too, that General Electric supplies a complete line of fittings and accessories. Order them along with your conduit and avoid the costly annoyance of mis-matching and poor-fitting materials on the job. For more information on conduit, check box (D) in the coupon.

Tough Cords for Rough Jobs!

Whether it's for a powerful portable saw . . . heavy-duty paint sprayer . . . or light-duty water—specify "General Electric" on all your flexible cord replacements. You'll appreciate the way G-E cords make it possible to operate equipment efficiently long after other cords become useless.

G-E flexible cords are made in a variety of types and sizes for medium- and heavy-duty use. Look into their advantages the next time you make a cord replacement. For further information check box (E) in the coupon below.

Section X9-724
Construction Materials Department, General Electric Company, Bridgeport 2, Connecticut

Please send me full information on

A Remote-Control Master Switch	Name		Title
B Box Buyer's Guide	Company		
C Type TW	Address		
D Conduit and Fittings	City	Zone	State
E Flexible Cords			

GENERAL ELECTRIC